

# PRODUCT PACKAGING



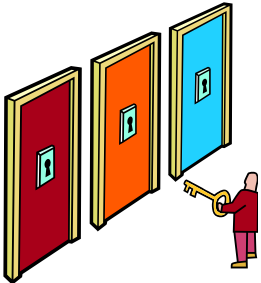
Presenter:  
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*Strictly Olive Oil*

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## CHOICES, CHOICES...



With so many choices, how does a consumer make a decision?



## DECISIONS, DECISIONS

What factors are consumers considering when they purchase an olive oil?

- ☐ Extra Virgin or Extra Light or Pure
- ☐ California or Imported
- ☐ Organic or Not

What is their motivation to buy?

## DECISIONS, DECISIONS

As a business owner, you know a lot about making choices.

- ☐ Why did you buy a particular track of land?
- ☐ Why did you plant olive trees?
- ☐ Why did you plant specific varieties?

What was your motivation?  
What was your process?

Research → Discovery →  
Planning for Success

## AN OLIVE OIL PRODUCER'S DECISIONS

### Early Phase:

- ☐ Land
- ☐ Varietals
- ☐ SHD, Medium Density, Traditional
- ☐ Organic
- ☐ Irrigation
- ☐ Equipment

### Initial Harvest:

- ☐ Timing
- ☐ Hiring harvest help
- ☐ Milling
- ☐ Storage

Congratulations – you've produced oil!

**NOW WHAT?**

## PACKAGING IS A COMMUNICATIONS TOOL

- ☐ Packaging is an important way to “speak” to consumers.
- ☐ Packaging choices need to be researched before you have oil to sell.

**Oil quality alone will not sell your product!**

## MORE DECISIONS!

Brand Name

Logo

Bottle

Closure

Label

**These are the elements that create your Packaging Personality.**

### BRAND NAME

- ☐ Not necessarily the company name
- ☐ A single company can have several brands
- ☐ Easy to remember – easy to request by name
- ☐ You need to feel good about the name – you will be associated with it for a long time!
- ☐ If you use your family name, if you sell the business you will be selling your name for someone else to use.
- ☐ Consider foreign languages
  - ☐ using a foreign word to identify a California product
  - ☐ what an invented name might sound like in a foreign language
- ☐ If it's a long or multi-word name, what do the initials spell?

### LOGO

- ☐ Use logo to distinguish yourself from other brands
- ☐ Easy to reproduce on all materials
- ☐ Think about orientation –
  - ☐ is it too wide or too long for a small bottle?
  - ☐ how does it look on a printed page? Website?
- ☐ Is it too “fussy”? Does it include several colors? Does it include several shades of the same color?
- ☐ Ask friends and family for their opinion – you may be surprised at what others “see” in your logo


 The logo for Calio Groves features the brand name in a serif font, with a stylized olive branch graphic integrated into the letter 'i' of 'Calio'.

### LOGO STUDY – DASKARA OLIVE OIL



### BOTTLES

So many shapes, sizes and colors – which is the right choice for your brand?

**Dark glass is a MUST for high quality olive oil!**

## STANDARD BOTTLES



## PROS

- ☐ Readily available
- ☐ Purchase stock as needed
- ☐ Lower cost

## CONS

- ☐ Not distinctive



## STANDARD BOTTLES

## SOLUTION

Design unusual label for standard bottle



## NON-STANDARD BOTTLES

## PROS

- ☐ Distinctive
- ☐ Customer recognition

## CONS

- ☐ Difficult to obtain
- ☐ May require purchase of several years of stock
- ☐ Others may copy your distinctive selection
- ☐ Adds to cost of goods



## DON'T FORGET ABOUT TINS!





## CLOSURES & FINISHES

### Bar Top (T-Tops)

- Hand applied
- Choice of natural or synthetic
- Offers no tamper evident protection

### Continuous Thread (CT)

- Can be hand or mechanically applied
- Choice of plastic or metal
- Offers no tamper evident protection

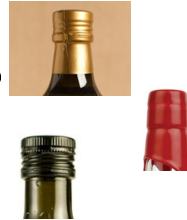


### Cork

- Can be hand or mechanically applied
- Choice of natural or synthetic
- Tamper evident

### Rolled On Pilfer Proof (ROPP)

- Can only be mechanically applied
- Pour spouts designed into closure
- Full tamper evident protection



## CLOSURES – TAMPER EVIDENT PROTECTION

### Built into closure – ROPP & Bericap

- Can only be mechanically applied

### PVC Shrink Capsules or Shrink Sleeves

- Mechanically or Hand applied

### Tamper Evident Shrink Bands

- Lowest cost option

### Wax

- Can be hand applied

## LABELS - REQUIRED INFORMATION

FDA Label Requirements – <http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm2006828.htm>

Front label must include “statement of identity” and net weight statement. Both of these statements are required to be a specific type size relative to the size of the package (not the size of the label).

Additional required labeling (side or back panels) includes ingredient statement, nutrition fact box, and the manufacturer’s name and contact information (City & State required – Website is not sufficient).

Labels not in compliance may be pulled from store shelves.

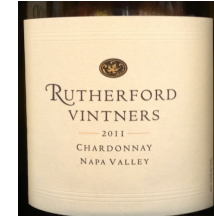
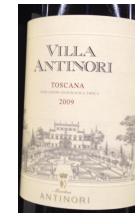
## LABELS–DESIRED INFORMATION

- ☐ Brand name and logo
- ☐ Harvest date
- ☐ UPC code
- ☐ Romance copy – keep it brief!
- ☐ Use color – it will help distinguish it from the other bottles on the shelf.
- ☐ Don’t crowd the label.
- ☐ Don’t make the type so small that you need a magnifying glass to read it!
- ☐ Proofread the label a thousand times before printing it; also have others with “new eyes” proofread.

COOC EXTRA VIRGIN CERTIFICATION SEAL

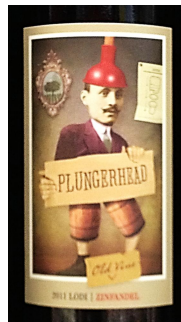


EXAMPLES:  
WINE LABELS



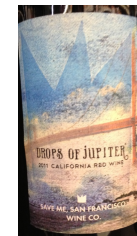
CLASSIC, TRADITIONAL

EXAMPLES: WINE LABELS



UNTRADITIONAL

EXAMPLES: WINE LABELS



COLORFUL

## EXAMPLES: WINE LABELS



THE THREE BEARS

## TWO VINES

(imagine olive trees instead)



## EXAMPLES: WINE LABELS



PRODUCT LINE

## Italian Flavored Olive Oil Product Line



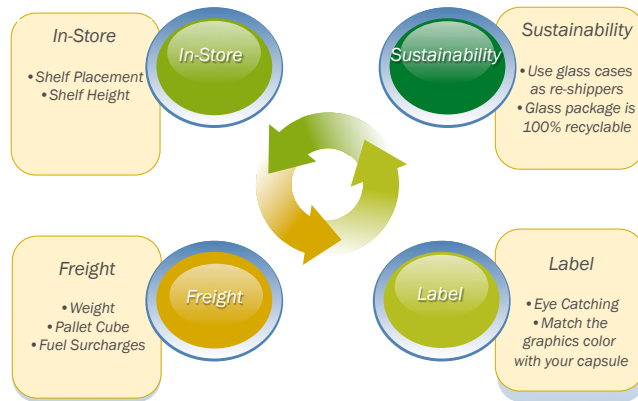
## LABELS

Which of the previous labels were memorable?

What would motivate you to make a purchase?

Are your customers motivated by the same factors/feelings as you?

### Outside Influences on Your Package



### DO THESE BOTTLES SPEAK TO YOU?



### DO THESE BOTTLES SPEAK TO YOU?



### AND WHAT DOES THIS BOTTLE SAY?



### PET PEEVES



Clear glass



SOLUTION  
bottle in a box

### PET PEEVES



Hang-tags (neckers)

Guess what - retailers don't like them either!

### PET PEEVES

- ☐ Closures that are too difficult to remove.
- ☐ Closures that cannot be used to re-seal the bottle.
- ☐ Closures that don't fit properly.

### PET PEEVES

After investing so much thought and money in your packaging – don't overfill your bottles!

Stained labels = unsellable merchandise that will have to be credited back to the retailer.

**DOES YOUR  
PACKAGING  
STAND OUT  
IN A  
CROWD?**



RESEARCH → DISCOVERY → PLANNING →

**SUCCESS**

- Your packaging choices need to motivate consumers to choose your product.
- Your success is making the sale.
- The consumer experiences success NOT in making the purchase, but when she is enjoying your high quality extra virgin olive oil at home.

**THANK YOU**



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