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Packaging is a communications tool.

Your packaging "speaks" to your consumers.

What do these products say?

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And what does this say?

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Logo study – Daskara Olive Oil

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Sara Feinberg – The Retailer's Perspective

- #1 – It's got to taste great!
- *Then…*
- You only get 1 first impressions – The Front label
- How will it fit in?
- Shelf, gift & utility considerations

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Sara Feinberg – The Retailer's Perspective

- Teach Me!
- Tell your story: short and concise
- Must have:
  - Provenance
  - Harvest date
  - Varietals
  - Tasting notes
  - How to use

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Sara Feinberg – The Retailer's Perspective

Tips:

- Do your research
- Visit and observe your markets
- Enlist your friends & mentors
- Proofread (again and again and again…)
- Run small batches of labels

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FDA Labeling Guidelines

- 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.

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Pet Packaging Peeves-Nancy

Hang-tags (neckers)

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Pet Packaging Peeves

Kimiko:

- *Extreme rushing of a project - no one will be happy!*
- *Press Check of labels is an important last step; do not take it lightly!*

Sara:

- *Pour spouts that pour poorly.*
- *Top and caps that don't close or re-seal.*

COOC:

- *Wax tops*
- *Issues with pull tabs*

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