

Your Starting Point

A Guide to Your Project Brief

Doing this right can be the difference between a smooth development process and a rocky one. We're talking project briefs – that write-up at the beginning of a project is a simple step with a huge impact. The act of outlining a project through a “brief” not only gets everyone on the same page early on – it can actually cut weeks out of your development cycle.

Why? A good brief forces the articulation of key decisions from the outset – avoiding possible derailment later. A good brief serves as a compass when choosing between ingredients and making tough compromises when needs compete (such as cost and label claims.) You'll see spots to note “flexibility” – if any parameters are movable, always make sure to note that.

The brief is important, detailed and sometimes a bit of a hassle. With that in mind, we've created a project brief template for your use, outlining each of the pieces at play.

1. Brief Type

First up, what are you working on?

- New Concept:** Looking to identify new product concepts, or flavor ideas
- New Flavor:** You're looking to receive flavor(s) for a specified development project
- Flavor Modification:** Product improvement, or to modify an existing flavor's profile, impact, regulatory, cost, or usage
- Flavor Replacement:** Replace existing flavor system or other ingredient (ie., cocoa)

2. Brief Overview

All about your goal and timing.

Objective: The overall goals and objectives of the project. What does success look like?

Deliverable: What do you expect to get from the flavor supplier, specific to this request.

Timing: The overall timeline of the project or expected launch date.

Key Success Factors: Besides the specific deliverable, what do you need reach your goal? The critical needs by which you will measure the success of the project. Examples: speed, trend insights, sensory support, technical collaboration.

Partners and Affiliations: Affiliated organizations such as co-packers or co-manufacturers who will be part of the process.

Required Date: The date deliverables of the project are required

Quantity: Sample quantity needed of flavor or prototypes

Required Documents:

- Documents required for shipment.
- Documents needed with submissions.

Special Instructions: Other requirements or instructions

3. Brand and Market Information

Let's get to the heart of the matter – market, brand, competition, positioning.

Product:

- Brand or product line.
- New product or line extension

Target Consumers

- Target consumer based on age, lifestyle, culture.
- Existing or new consumer base.

Geographic Market

- Into which geographic markets will this product be launched.
- Existing or new market.

Competitive Products

- What are the competitive products on the market?
- By which means does your product compete?

Product Positioning or Claims

- How will the product be positioned?
- In what channels?
- Product claims



4. Product Technical Information

Key technical details on the overall product level. Consider this an expert-to-expert conversation about product's needs.

Application: Specific information about the end application

Product Processing:

- What processing will your product undergo?
- When and how the flavor is added during processing
- Any areas of flexibility or variables when it comes to processing.

Product Label: How the end product will be labeled

Ingredient Restrictions: Restrictions established for ingredients based on manufacturing parameters, company policies, and label considerations.

Product Formulation:

- What are the key ingredients and systems
- Availability of base for flavor development

Screening Medium: Processes or mediums that are used for interim evaluation of flavor

5. Flavor Technical Information

Let's drill down a bit, into the technical info on the flavor level.

Flavor Profile

- Descriptive terms (descriptors of taste and aroma)
- Flavor Targets - what's the targeted taste?

Flavor Label Requirements

- Label designation of flavor
- Flexibility in flavor designation; what is immovable and what is not?

Form/Solubility

- Form and solubility of flavor needed
- Flexibility in form or solubility

Flavor Ingredient Restrictions: Restrictions established for the flavor ingredients based on manufacturing parameters, company policies, label considerations

Cost Requirements

- Cost requirements for flavor
- Cost in use requirements

Other Requirements: Other requirements for the flavor, such as flashpoint restrictions, etc.

Ready for that next brief? (It's okay either way.)

Hopefully you feel ready your next project brief with gusto. But perhaps you're feeling like you could use a little more advice. Don't worry — we got you covered. No matter what stage you find yourself, FONA's experts are happy to help.

Visit www.fona.com/chat, email info@fona.com or call 630-578-8600