

Brand, Packaging and Label Compliance

Ready for Retail



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Outline

Wednesday, November 6, 2019

Understanding Store Layout

Shelf Layout and Requirements

Packaging Options

Packaging Design – Colours and Fonts

Verify your Design

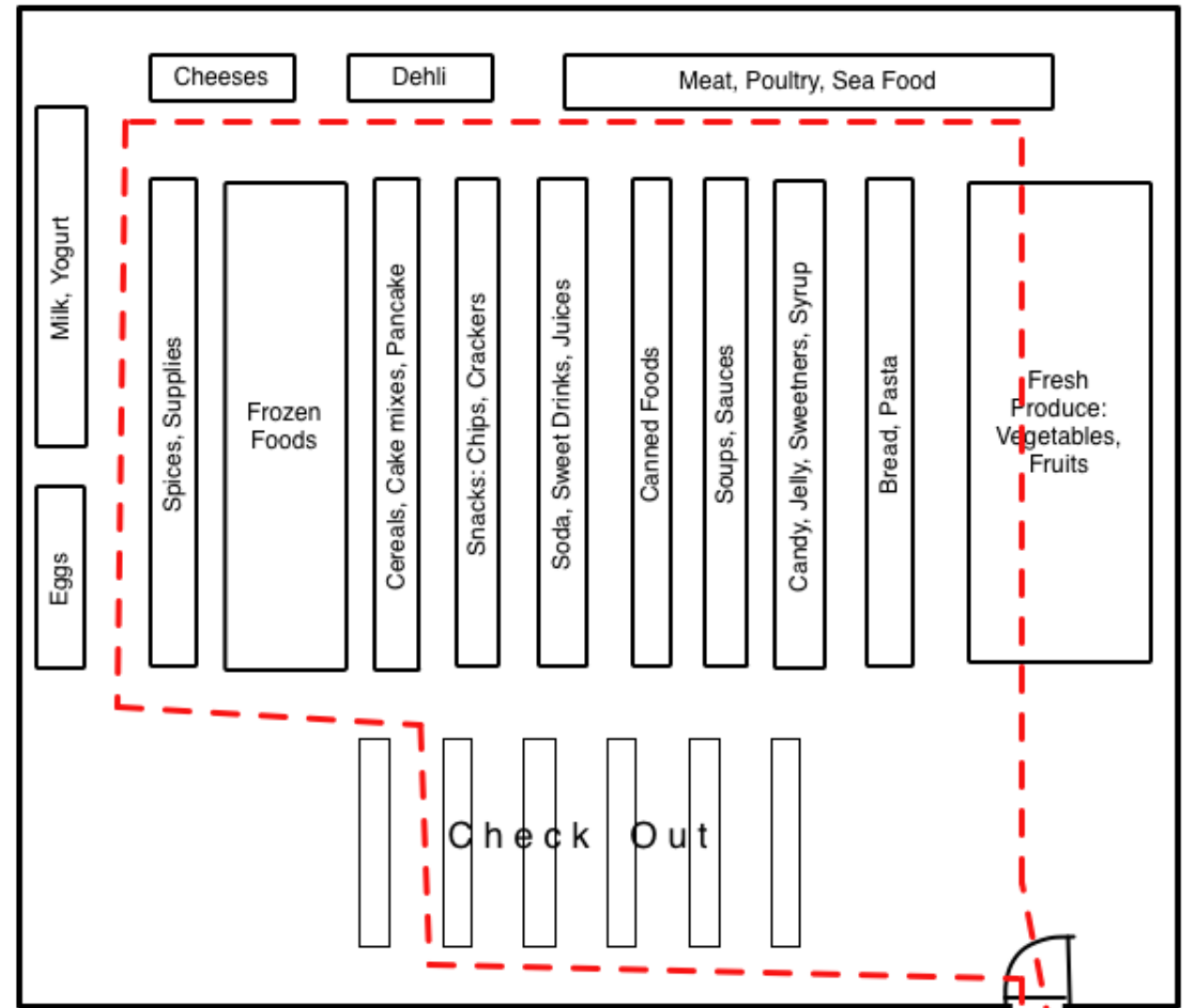
Label Compliance

Key Learnings

Store Layout: How do People Shop?

Grocery Retail Layout

- 90% of shoppers will shop the perimeter of the store
- The number decreases as you move into the centre aisles
- Product displays will be found on aisle end-caps and within departments in the perimeter of the store



Shelf Layout:
How do Retailers
Merchandise?

The Grocery Retail Shelf

- Products increase in price and value as they move up the grocery shelf.
- Eye level is the ideal placement for a product – particularly a NEW one
- Standard shelves are 18” deep
- Watch the height of your product – too tall or or if small, stackable?
- Products can often be merchandised in multiple locations around a store



Packaging Options

Packaging by Product Category



Dry Grocery: bottles, jars, pouches, cans, bags, plastic bags, boxes, foil & paper, tetrapak, etc.



Baked Goods: clam shells, bags, trays, custom plastic, etc.



Refrigerated: glass bottles, PET plastic bottles, gable-top containers, plastic tubs, plastic sleeves, cartons, etc.



Frozen: boxes, bags, trays or plastic sleeves or vac-u-seal with boxes, plastic tubs, glass jars, PET containers, paper, etc.

Option	Pros	Cons
Buy larger amount of packaging	<ul style="list-style-type: none"> Per unit cost is cheaper 	<ul style="list-style-type: none"> Cash flow is tied up
Buy sustainable packaging	<ul style="list-style-type: none"> Becomes a competitive advantage 	<ul style="list-style-type: none"> Difficult to source Expensive
Buy unique packaging	<ul style="list-style-type: none"> Competitive advantage 	<ul style="list-style-type: none"> Expensive May not be supported as brand grows (equipment changes)
Sourcing local	<ul style="list-style-type: none"> Availability Competitive advantage 	<ul style="list-style-type: none"> Higher cost May not support brand expansion

Weigh the pros and cons of packaging for your brand as you grow

Packaging for Your Emerging Brand

How do I make MY product
stand out on the shelf?

Focus on Design

Expensive branding is not necessary, knowing how a product “pops” on the shelf is.

6 SECOND RULE



Food Colours for Design



- Red is associated with appetite
- Yellow is happiness
- Orange can also be considered a food colour – with the blending of red and yellow
- Green is popular for “eco-friendly”, but be careful with the shade
- Black is elegant, but not necessary appetizing
- White is clean and pure – can be seen as sterile if not done properly
- Blue is best for beverages, but is actually an appetite suppressant

Design Layout

Target Market & Layout



FONTS
FOR **PACKAGING** IN
2019

- Font type should match your target market:
 - Millennial, Gen X, Baby Boomer
- Balance, Symmetry & Readability
 - How will your product sit on the shelf?
 - Large products – bottom shelf
 - Small products – higher on shelf
 - Legible clear; less is more – minimal wording
 - Don't use small fonts on larger packaging and large fonts on small packaging



- Use a Designer that has food labeling experience
- Check out your design prototype AT a retail grocery store on shelf and take pictures!
- Ask the retailer(s) what size case they prefer
- Check out competitors packaging – particularly more established brands for layout ideas and compliancy

Checking your Design

Product Label Compliance

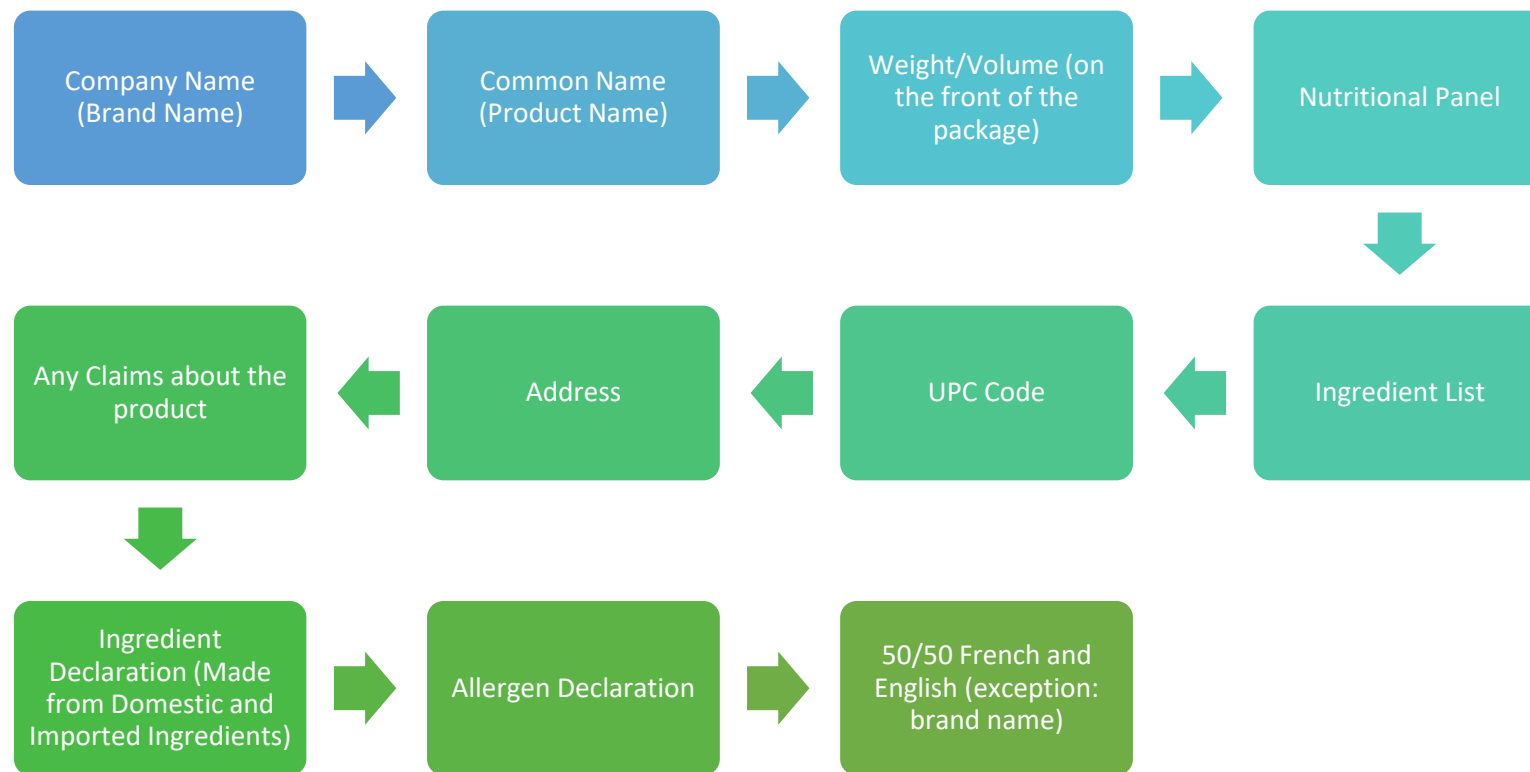
Farmer's Market vs Grocery Requirements

Nutrition Facts	
Valeur nutritive	
Per 125 mL (87 g) / par 125 mL (87 g)	
Amount	% Daily Value
Teneur	% valeur quotidienne
Calories / Calories 80	
Fat / Lipides 0.5 g	1 %
Saturated / saturés 0 g	0 %
+ Trans / trans 0 g	
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 0 mg	0 %
Carbohydrate / Glucides 18 g	6 %
Fibre / Fibres 2 g	8 %
Sugars / Sucres 2 g	
Protein / Protéines 3 g	
Vitamin A / Vitamine A	2 %
Vitamin C / Vitamine C	10 %
Calcium / Calcium	0 %
Iron / Fer	2 %



- Farmer's Market Labels require labels that contain the basic information about the product and company:
 - Common Name of the product
 - Weight/Volume
 - Ingredient List
 - Address
- Farmer's Market labels do not require nutrition facts tables and UPC codes

Basic Label Checklist for Grocery Retail



Key Learnings

Understanding how consumers shop and retailers merchandise

Don't try to economize on purchasing in volume – branding changes in the emerging phase

Research, Prototype, Verify

Ensure label is compliant dependent on your market channel.

Resources

Food Labeling Tool: CFIA

<https://www.inspection.gc.ca/food/requirements-and-guidance/labelling/industry/eng/1383607266489/1383607344939>

UPC Codes: GS1 Canada:

<https://www.gs1ca.org/pages/n/subscription/subscribe.asp?PvLng=64>

Food Labeling Changes: Health Canada

<https://www.canada.ca/en/health-canada/services/food-labelling-changes.html>

Nutritional Labeling Programs:

<https://www.flexibake.com/>



Questions?