Brand, Packaging and Label Compliance

Ready for Retail

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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 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.
Packaging for Your Emerging Brand

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

<table>
<thead>
<tr>
<th>Option</th>
<th>Pros</th>
<th>Cons</th>
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<tbody>
<tr>
<td>Buy larger amount of packaging</td>
<td>• Per unit cost is cheaper</td>
<td>• Cash flow is tied up</td>
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<tr>
<td>Buy sustainable packaging</td>
<td>• Becomes a competitive advantage</td>
<td>• Difficult to source • Expensive</td>
</tr>
<tr>
<td>Buy unique packaging</td>
<td>• Competitive advantage</td>
<td>• Expensive • May not be supported as brand grows (equipment changes)</td>
</tr>
<tr>
<td>Sourcing local</td>
<td>• Availability • Competitive advantage</td>
<td>• Higher cost • May not support brand expansion</td>
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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 necessarily 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
Target Market & Layout

- 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
Product Label Compliancy
Farmer’s Market vs Grocery Requirements

• 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
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

Nutritional Labeling Programs:
https://www.flexibake.com/
Questions?