





**KEY**

**Co. name** –This is the brand name of the company producing the product.

**Product Name** – The name of the specific product. If the brand has multiple products under the same category, note how many product extensions exist.

**Size** –The size of the product.

**Pkg Info** – Note as much about the packaging as you can and note what aspects appeal to you for your own product. Note: shape of packaging, packaging material (glass, plastic, etc.).

**\$** – Price of product.

**Labeling** – What notations of significance are on the label? Examples could be: organic, all natural, made in \_\_\_\_\_ (state specific), percent of proceeds donated to charity, restaurant affiliation, restaurant association (product promoted as being restaurant “style”).

**Graphics** – Is it one wrap-around label or are there separate front and back labels? Is the color single, two or multiple colors? Does the label jump out at you as you go down the store aisle? Score the label from 1-5, with 1 being the most attractive and 5 being the least attractive.

**Serving Ideas** – Do they offer serving ideas (use on chicken, seafood, etc.)?

**Recipes** – Are recipes printed on the product? Note length and wording. Are recipes posted on the shelf (called tear sheets)?

**Product Story** – Is there a story on the product explaining the origin of the product? Is the story fiction or nonfiction?

**www.** –Is there a website for more information? If so, write it down for future reference.

**Location** –Note placement of the product on the shelf. Do you have to kneel or stand on your tip toes to see the product or is it at eye level? Is the product freestanding with its own display? Is the product at the end of the aisle (called the end cap)? Is the product strategically placed near the food it complements (e.g., marinade by the meat department)?

**Manuf** –This identifies the company that actually manufactures the product – the copacker in many instances.

**Other** –Note any other distinguishing features about the product.