

## 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 ok 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](http://www.fona.com/chat), email [info@fona.com](mailto:info@fona.com) or call 630-578-8600