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Department:	Marketing/ Innovation/ Packaging (Inno/VE)/	Page
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Approval of the content of this briefing

DEPARTMENT	NAME OF THE PERSON	DATE
Marketing:	Matilda Carlsson	2020-09-17
Legislation:	Sochuliakova	Date: 8.10.2020
		Reason for change:
Packaging:		

TABLE I: General Information

ITEM	RESPONSIBLE	FILLING AREA	EXPLANATION
Date	Marketing	2020-09-17	Date of briefing
Company name	Marketing	Cloetta Nutisal AB	Cloetta-organization
Project initiator	Marketing	Matilda Carlsson	Responsible marketeer
Telephone	Marketing		
Mobile number	Marketing	+46 769 45 48 13	
Category	Marketing	Nuts	<i>Refreshment/Enjoyment/Chocolate</i>
Design agency	Marketing	Seventy Agency Jenny Anjou +46 739 604 684 Regeringsgatan 109, 111 39 Stockholm seventyagency.com	Full address and contact person
Referens nr	Marketing	380223	Project nr in Workfront
Brand	Marketing	Nutisal	Concerned Brand
Product	Marketing	Enj Sporty Mix 14x60g	Concerned Product
Article number	Marketing	1004992/1004992A	
Content	Marketing	60g	Gram/ Kg/ Pieces <i>Net weight (printing size (high) at least):</i> >1000g = 6 mm max 1000g = 4 mm max 200g = 3 mm max 50g = 2 mm
Weight printed as (choose one option)	Packaging	Pre printed	
e-sign (choose yes or no)	Packaging	No	e- sign: the printing size (high) at least: 3mm.
Extension	Marketing		
Promotion	Marketing		If applicable
Package type	Packaging	Pillow bag	Pillow bag / stand pouch / etc.
Design manual	Marketing/ Printing agency		Legibility, colours, contrast etc.
Type of proof needed	Marketing	Print proof	Decide with Innovation and purchasing
Date file delivery at printer	Marketing		
Packaging material	Packaging	20OPP + 12 PET MET + 50PE + paper feel varnish	Decision of final material will be made after trial in w6
Printer name	Packaging	Bak Ambalaj	

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Technical drawing number	Packaging	1912056 Die-Cut R&D 180120-05 Rev. B	
Print technique	Packaging	Roto	
Packaging site: name & location	Packaging	Nutisal	Cloetta-packaging site or co-packer
Languages	Marketing	SE/DK/NO, FI, DE, NL, IT	E.g Scandi or Nordic labels, add DE if DK is also target market. Make sure DE text will fit on foil before you send PMA to legal! Common TR languages (Nordic/DE/GB) special cases also RU+EE is added
Target markets	Marketing	SE, DK, FI, DE, NL, IT	E.g SE+DK+NO+FI or SE+TR
Lead market	Marketing	SE	E.g DK
Cloetta resource code	Marketing		The packaging material code
Barcode	Marketing	7350040162910	13 or 8-digit EAN (EU) 12-digit UPC code (CA & US)
Recycling information (assort as paper or plastic?)	Packaging	Sort as plastic	
Logo's (Scandi markets only use UTZ, Kunglig hovleverantör, Stevia, Swedish dentist logo. pp5 logo only used on Ahlgrensbilar. Natural colour & flavour logo only on Fox/Rox and natural flavour only used on Nox)	Packaging	Plastic recycle symbol – may need to be removed if lack of space.  Plastförpackningar	
Claims (insert picture of design if possible)	Marketing		
Story Telling (or other additional text)	Marketing		
Storage & use information	Innovation/VE		
Font sizes	Printing agency	Make sure not only font sizes but also colours, contrasts, type face etc is in line with "Guidlines of Legibility of Labelling (FoodDrinkEurope (FDE) document)" ALL mandatory information (product description, ingredient text, warnings, storage info, best before, nutrition table, addresses) shall be printed in a x-height depending on size of packaging. Packaging $\geq 80 \text{ cm}^2 = x$ - height 1.2 mm, font size 2.9 mm Packaging $\leq 80 \text{ cm}^2 = x$ - height 0.9 mm, font size 2.2 mm I.e. if packaging is bigger than $80 \text{ cm}^2 = x$ - height 1.2 mm, font size 2.9 mm If packaging is smaller than $80 \text{ cm}^2 = x$ - height 0.9 mm, font size	

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	2.2 mm														
<p>Legend</p> <table border="1"> <tr><td>1</td><td>Ascender line</td></tr> <tr><td>2</td><td>Cap line</td></tr> <tr><td>3</td><td>Mean line</td></tr> <tr><td>4</td><td>Baseline</td></tr> <tr><td>5</td><td>Descender line</td></tr> <tr><td>6</td><td>x-height</td></tr> <tr><td>7</td><td>Font size</td></tr> </table> 		1	Ascender line	2	Cap line	3	Mean line	4	Baseline	5	Descender line	6	x-height	7	Font size
1	Ascender line														
2	Cap line														
3	Mean line														
4	Baseline														
5	Descender line														
6	x-height														
7	Font size														
Briefing about the work to be executed	Marketing														
	3702132														

TABLE II: Text to be applied into the design

Article no & Product name
Recipe no
1004992B Sporty mix 14*60g 3702132 Sporty Mix DR
Ingredients
<p>SE/DK/NO MIX AV JORDNÖTTER, NÖTTER OCH TORKADE BÄR. MIX AV JORDNÖDDER/PEANÖTTER, NÖDDER/NÖTTER OG TØRREDE BÆR</p> <p>Ingredienser: jordnötter/jordnødder/peanøtter* (30%), mandel* (13%), hasselnötter/nødder/nøtter* (10%), cashewnötter/nødder/nøtter* (10%), valnötter/nødder/nøtter (10%), paranöt/nød/nøtt (7%), tranbär/tranebær (5%), russin/rosiner (5%), blåbär/blåbær (3,5%), fruktjuice koncentrat (äpple/æble/eple, ananas).</p> <p>Kan innehålla andra nötter och sesamfrö. Kan indeholde andre nødder/nøtter og sesamfrø.</p> <p>FI MAAPÄHKINÖITÄ, PÄHKINÖITÄ JA KUIVATTUJA MARJOJA</p> <p>Ainekset: maapähkinöitä* (30%), manteleita* (13%), hasselpähkinöitä* (10%), cashewpähkinöitä* (10%), saksanpähkinöitä (10%), parapähkinöitä (7%), karpaloita (5%),</p>

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rusinoita (5%), mustikoita (3,5%), hedelmämehua tiivisteistä (omenaa, ananasta).

Saattaa sisältää muita pähkinöitä ja seesaminsiemeniä.

NL MIX VAN PINDA'S, NOTEN EN GEDROOGDE BESSEN

Ingredienten: pinda's* (30%), amandelen* (13%), hazelnoten* (10%), cashewnoten* (10%), walnoten (10%), paranoten (7%), cranberries (5%), rozijnen (5%), blauwe bosbes (3,5%), fruitsap concentraten (appel, ananas).

Kan andere noten en sesam zaden bevatten.

DE MISCHUNG AUS ERDNÜSSEN, SCHALENFRÜCHTE UND GETROCKNETE BEEREN

Zutaten: Erdnüsse* (30%), Mandeln* (13%), Haselnüsse* (10%), Cashewnüsse* (10%), Walnüsse (10%), Paranüsse (7%), Cranberries (5%), Rosinen (5%), Heidelbeeren (3,5%), Fruchtsaftkonzentrat (Apfel, Ananas).

Kann andere Nüsse und Sesam enthalten.

IT MIX DI ARACHIDI, FRUTTA A GUSCIO, FRUTTI DI BOSCO E UVA PASSA ESSICCATI

Ingredienti: arachidi* (30%), mandorle* (13%), nocciole* (10%), anacardi* (10%), noci (10%), noci del Brasile (7%), mirtilli di palude (5%), uva passa (5%), mirtilli (3,5%), succhi di frutta concentrati (mela, ananas).

Può contenere altra frutta a guscio e semi di sesamo.

***torrostade/ tørristede/ kuivapaahdettu/ droog geroosterd/ trocken geröstet/ tostati/e al forno**

Allergen declaration

See ingredient list

Legal warnings

Nutritional values

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Näringsinnehåll / Ravintosisältö / Voedingswaarde / Nährwertangabe / Valori nutrizionali	Per 100g
Energi / Energia / Energie	2399 kJ/ 578 kcal
Fett / Rasva / Vetten / Grassi	44 g
varav / heraf mättat fett / josta tyydyttynyttä / waarvan verzadigde vetzuren / davon gesättigte Fettsäuren / di cui acidi grassi saturi	6,0 g
Kolhydrat / Hiilihydraatit / Koolhydraten / Kohlenhydrate / Carboidrati	26 g
varav/heraf sockerarter / josta sokereita / waarvan suikers / davon Zucker / di cui zuccheri	16 g
Protein / Proteiini / Eiwitten / Eiweiß / Proteine	16 g
Salt / Suola / Zout / Salz / Sale	0,02 g

INNEHÅLLER NATURLIGT FÖREKOMMANDE SOCKER/ MED ET NATURLIGT INDHOLD AF SUKKER/ SISÄLTÄÄ LUONTAISESTI SOKEREITA/ DIT PRODUCT BEVAT VAN NATURE AANWEZIGE SUIKERS/ ENTHÄLT VON NATUR AUS ZUCKER/ CONTIENE NATURALMENTE ZUCCHERI

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Storage and use information

Förvaras torrt och svalt/ Opbevares tørt og køligt/kjøligt/ Säilytettävä kuivassa ja viileässä/
 Droog en koel bewaren/ Trocken und kühl lagern/ Conservare in luogo fresco e asciutto.-
position of Storage condition should be after (or under) Best before date (based on FIC 1169/2011)

Förpackad i skyddande atmosfär/ Pakket i beskyttende atmosfære/ Pakattu suojakaasuun/
 Verpakt onder beschermende atmosfeer/ Unter Schutzatmosphäre verpackt/ Confezionato in
 atmosfera protettiva.

Små barn kan sätta nötter/nötter i halsen./ Små børn kan få nødder galt i halsen. /Pähkinä voi jäädä pienen lapsen kurkkuun./ Kleine kinderen kunnen zich in noten verslikken./ Kleine Kinder können an Nüssen ersticken./ Per evitare il rischio di soffocamento non somministrare frutta secca ai bambini piccoli.

Vissa ingredienser kan upplevas som hårda. Var rädd om tänderna. / Nogen ingredienser kan være hårde/ harde, vær forsigtig når du spiser./ Osa ainesosista voi olla kovia, ole varovainen syödessäsi./ Sommige ingrediënten kunnen hard zijn, wees voorzichtig bij het eten./ Einige Inhaltsstoffe können hart sein, seien Sie vorsichtig beim Essen./ Some ingredients may be hard, be careful when eating./ Alcuni ingredienti possono avere consistenza dura, attenzione durante il consumo.

Recycling information

Shelf life text

Bäst före/ Bedst før/ Best før/ Parasta ennen/ Ten minste houdbaar tot/ Mindestens haltbar bis/
 Da consumarsi preferibilmente entro il:

Logo's

Producer information

CLOETTA

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Cloetta Holland BV, Postbus 72, NL- 4900 AB Oosterhout, The Netherlands.