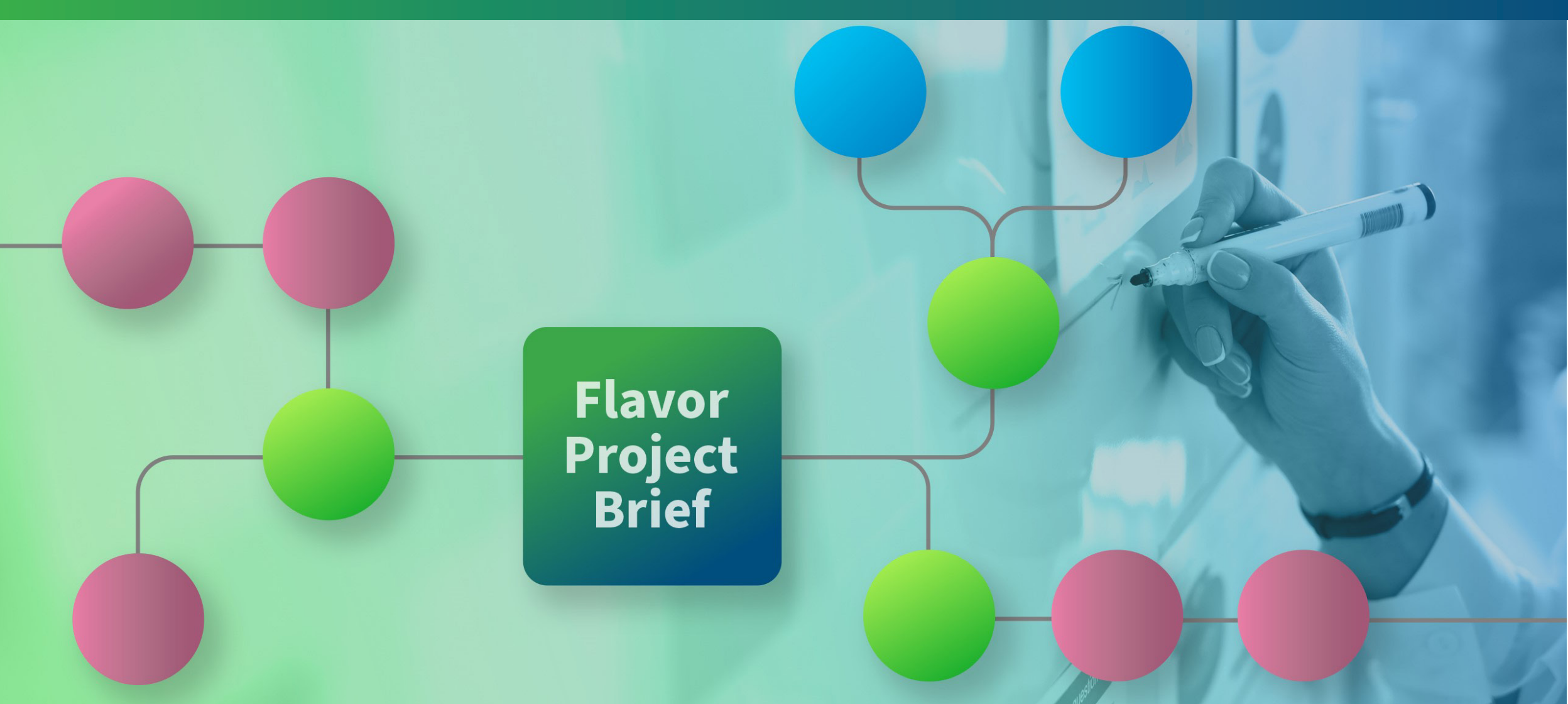


HOW TO WRITE A FLAVOR PROJECT BRIEF: GUIDELINES FOR FOOD AND BEVERAGE DEVELOPERS



CHARACTERISTICS OF A GOOD FLAVOR PROJECT BRIEF



ENTHUSIASM

Infusing your energy and excitement about the project into the brief will be contagious!



SCOPE

Your flavor partner will value boundaries about parameters but try to focus on what you need to achieve, leaving room for creativity in how to deliver results.



INTERNAL ALIGNMENT

Before sharing the flavor project brief with vendors, take time to review the document with stakeholders to minimize misalignment as the project progresses.



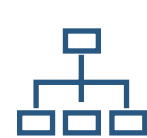
SMART GOALS

Be as straightforward as possible with the outcomes you need for success. SMART Goals are **S**pecific, **M**easurable, **A**chievable, **R**elevant, and **T**ime-Bound.



CONTEXT

Your brief will focus on a specific product, but sharing the background and project context can spark creative solutions.



STRUCTURE

The title gives you a clue about structure! Your brief should include details that clearly and quickly explain the project without overwhelming the reader.

THE ELEMENTS OF A FLAVOR PROJECT BRIEF

1. SCOPE: THE BOUNDARIES



The scope of your flavor project brief is a concise and definitive overview that leaves no room for error or interpretation.

- **Background Context:** What's the origin story of the project?
- **Objective:** What do you want to accomplish?
- **Deliverables:** What will the flavor supplier provide?
- **Timing:** When do you want to complete the project OR the expected launch date?
- **Key Success Factors:** The critical needs of the project in addition to the deliverables or the factors by which you will measure the project's success. Examples include speed, marketing support, sensory support, or technical collaboration.
- **Partners or Affiliates:** Will the flavor vendor collaborate with a co-man or a formulator?



2. MARKET OR BRAND DETAILS: YOUR STORY

By describing the parameters of your brand in the flavor project brief, you'll help your flavor partner become more familiar with your guardrails.

- **Product:** What is your brand or product application? For existing brands, are you creating a new product or a line extension that needs to consider brand positioning?
- **Target Buyer:** What is your buyer's demographic and socioeconomic profile in terms of age, lifestyle, and cultural expectations? Will you position your product to appeal to your current or a new customer base?
- **Geographic Market:** Where do you plan to launch the product? Are you staying within your existing market or expanding into new territories?
- **Competitive Products:** Do you have competitive products for your new launch? If yes, how do you plan to differentiate?
- **Product Positioning or Claims:** Where does your product "fit" with buyers, and why is it a better alternative? How do you plan to sell it? (e.g., through retail stores, specialty stores, or online) What claims, if any, do you want to make about your product?

3. PRODUCT TECHNICAL INFORMATION: YOUR PROCESS



Insights about your production process and other ingredients in your formula will help your flavor supplier develop a solution that delivers the expected results.

- **Application:** What type of food or beverage are you developing?
- **Product Processing:** How do you plan to manufacture your product? When and how is flavor added during production? Does your process have any flexibility, and if "yes," how is it flexible?
- **Product Label:** What does the product label messaging need to contain?
- **Ingredient Restrictions:** What does the flavor supplier need to know about manufacturing, brand guidelines, or label requirements that will affect the recommended flavor solutions?



4. FLAVOR TECHNICAL SPECIFICATIONS: YOUR DESIRED SOLUTION

In addition to the basic details about your desired flavor solution, your flavor project brief should include any budgetary considerations. Be as descriptive as possible about the flavor profile, including the "notes" you'd like the taste experience to contain.

- **Flavor Profile:** Offer descriptive terms about the taste. Do you have an in-market example of flavor targets? Note if the flavor will help mask or cover off-notes and if other flavors are part of the product.
- **Flavor Label Requirements:** How do you want to designate flavor on the label? Do you have any flexibility in flavor designation?
- **Color:** Do you want your food or beverage product to have a specific color to reinforce flavor perceptions?
- **Form or Solubility:** Do you need liquid or dry flavors? Do you need water or oil-soluble solutions? And do you have any flexibility with form or solubility?
- **Flavor Ingredient Restrictions:** Does your manufacturing process or brand guidelines restrict the use of specific ingredients in your flavor solution?
- **Cost Requirements:** Do you have a targeted budget for the flavor solutions? What are your cost-in-use requirements, if any?
- **Any Other Requirements:** Does your flavor solution need to comply with other restrictions such as flash point or TTB approval?

5. DELIVERY DETAILS: WHEN AND WHERE



When explaining the delivery details in your flavor project brief, let your flavor partner know if you need any technical documentation or shipping documents.

- **Required Date:** When do you need deliverables?
- **Quantity Needed:** What quantity of flavor samples or prototypes do you need?
- **Required Documents:** Which documents do you need for shipping and submission?
- **Any Special Instructions:** Do you have any other details to share?