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Subject:	Briefing format towards Pre Media Agency	
Department:	Marketing / Innovation	Page
Release date:	2014-01-24	1 of 2
Reason last modification:	Updated with FIC info	

Approval of the content of this briefing

DEPARTMENT	NAME OF THE PERSON	DATE
Marketing:	Filippa Dönell/Amanda Hahlin	2016-01-25
Legislation:	Lenka Blahova / Rüya Küçük	2016-01-21 updated due to chocolate harmonization
Packaging:	Tove Lantz	

TABLE I: General Information

ITEM	RESPONSIBLE	FILLING AREA	EXPLANATION
Date	Marketing	2014-03-24	Date of briefing.
Company name	Marketing	Cloetta Sverige AB	Cloetta-organization
Project initiator	Marketing	Filippa Dönell /Amanda Hahlin	Responsible marketeer
Telephone	Marketing	+4640324261	
Mobile number	Marketing	+46734394261	
Category	Marketing	Chocolate	Refreshment/Enjoyment/BD
Design agency	Marketing	Neumeister Hélène Mellander Holm Production Manager helene@neumeister.se M +46 707 866 154 Engelbredsplan 1, 4tr SE-114 34 Stockholm	Full address and contact person
Referens nr	Marketing	N.A	Project nr in Workfront
Brand	Marketing	Sportlunch	Concerned brand.
Product	Marketing	Sportlunch dubbel stycksak	Concerned product.
Content	Marketing	50g	Gram/ Kg/ Pieces Net weight (printing size (high) at least): >1000g = 6 mm max 1000g = 4 mm max 200g = 3 mm max 50g = 2 mm
e-sign	Packaging/ Marketing	No	e- sign: the printing size (high) at least: 3mm.
Extension	Marketing	N.A	
Promotion	Marketing	N.A	If applicable.
Package type	Packaging	Flow pack	Pillow bag / stand pouch / etc.
Design manual	Marketing	1404321 Cloetta Sportlunch dubbel stycksak 50g Flow Pack	Which colours to use?
Type of proof needed	Marketing	PDF	Decide with Innovation and purchasing
Date file delivery at printer	Marketing	ASAP	
Packaging material	Packaging	Foil: BOPP 20 +WHITE PEARLISED PP 35 +PATTERNED COLD SEAL	Description of material
Printer name	Packaging	Filca Roberta Ferrero	

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		r.ferrero@filca.com	
Technical drawing number	Packaging	Ref: 1404321	
Print technique	Packaging	Roto	
Packaging site: name & location	Packaging	Ljungsbro	Cloetta-packaging site or co-packer
Languages	Marketing	SE/DK/NO/FI	NL / DK / SE / etc.
Target markets	Marketing	SE	D / CH / SL / etc.
Lead market	Marketing	SE	SE / DK / NO / etc.
Article number	Marketing	1001162	
Cloetta resource code	Marketing	7006993	The packaging material code.
Barcode	Marketing	7310040028746	13 or 8-digit EAN (EU) 12-digit UPC code (CA & US)
Claims	Marketing	UTZ logo + text "By buying UTZ certified cocoa, Cloetta supports sustainable cocoa farming. www.utz.org " *Cloetta supports the production of sustainable (RSPO) certified palm oil.	
Story Telling (or other additional text)	Marketing		
Font sizes See design artwork form Design agency	Printing agency	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 cm^2 = x- height 1.2 mm, font size 2.9 mm If packaging is smaller than 80 cm^2 = x- height 0.9 mm, font size 2.2 mm	

Legend

1	Ascender line
2	Cap line
3	Mean line
4	Baseline
5	Descender line
6	x-height
7	Font size

x-HEIGHT



Briefing about the work to be executed

Marketing

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TABLE II: Text to be applied into the design

Article no & Product name Recipe no	Legislation
1001162 Sportlunch DS 30*50g 3701290 (Ljungsbro)	
Ingredients	Legislation
<p>SE MJÖLKCHOKLAD MED RÅN Ingredienser: socker, kakaosmör, helmjölkspulver, kakaomassa, vetemjöl, vegetabiliska fetter/oljor (palm*, shea, kokos), vasslepulver (mjölk), skummjölkspulver, fettreducerat kakaopulver, salt, emulgeringsmedel (sojalecitin), aromer (bl.a. vanillin), bakpulver (E500). Mjölchokladen innehåller förutom kakaosmör även annat vegetabiliskt fett och minst 25 % kakao. Kan innehålla spår av hasselnötter.</p> <p>DK/NO MÆLKECHOKOLADE/MELKESJOKOLADE MED VAFFEL Ingredienser: sukker, kakaosmør, sødmælks-/helmelkpulver, kakaomasse, hvede-/hvetemel, vegetabiliske fedtstoffer/olier (palme*, shea, kokos), valle-/mysepulver (mælk/melk), skummetmælks-/melkepulver, fettreduceret kakaopulver, salt, emulgator (sojalecithin), aromaer (bl.a. vanillin), hæve-/hevemiddel (E500). Mælkechokoladen/melkesjokoladen indeholder også andre vegetabiliske fedtstoffer end kakaosmør og mindst 25 % kakaotørstof. Kan indeholde spor af hasselnødder/nøtter.</p> <p>FI MAITOSUKLAALLA PÄÄLLYSTETTY VOHVELI Ainekset: sokeria, kaakaovoita, täysmaitojauhetta, kaakaomassaa, vehnäjauhoa, kasvirasvoja / kasviöljyjä (palmu*, shea, kookos), herajauhetta (maidosta), rasvatonta maitojauhetta, vähärasvaista kaakaojauhetta, suolaa, emulgointiainetta (sojalesitiiniä), aromeja (mm. vanilliinia), nostatusainetta (E500). Maitosuklaa sisältää kaakaovoin lisäksi muita kasvirasvoja ja kaakaota vähintään 25 %. Saattaa sisältää pieniä määriä hasselpähkinää.</p>	
Allergen declaration	Legislation
<i>See ingredient list</i>	
Legal warnings	Legislation
<i>See ingredient list</i>	
Nutritional values	Legislation

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Näringsinnehåll/Ravintosisältö	Per 100g
Energi/Energia	2225 kJ / 531 kcal
Fett/Rasva	29 g
varav/heraf mättat fett/josta tyydyttynttä	19 g
Kolhydrat/Hiilihydraatit	60 g
varav/heraf sockerarter/josta sokereita	54 g
Protein/Proteiini	6,0 g
Salt/Suola	0,36 g

The

nutrition table can also be written in running text; if there is lack of space.


Storage and use information	Marketing
Förvaras torrt och svalt/ Opbevares tørt og køligt/kjøligt/ Säilytettävä kuivassa ja viileässä	

Recycling information	Legislation
Sorteras som plastförpackning/ Plastemballasjen skal gjenvinnes/ Lajitellaan muovipakkauksena	

(Recyclingtext optional – remove when lack of space)

Shelf life text	Legislation
Bäst före/ Bedst før/ Best før/ Parasta ennen	

Logo's	Marketing
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 BOP: + “By buying UTZ certified cocoa, Cloetta supports sustainable cocoa farming. www.utz.org”

*Cloetta supports the production of sustainable (RSPO) certified palm oil.

Producer information	Marketing
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CLOETTA
www.cloetta.se (.dk / .no / .fi)
 205 42 Malmö, SE, ☎ 020 65 10 25
 Vallensbækvej 18 D, 2605 Brøndby, DK, ☎ 58 56 55 55
 Postboks 263, 1323 Høvik, NO, ☎ 67 81 81 00
 PL 406, 20101 Turku, FI