

# FLAVOUR BRIEF

JH LEVER & ASSOCIATES PTY LTD



Business Name	<input type="text"/>		
Contact Person	<input type="text"/>	Phone Number	<input type="text"/>
Email Address	<input type="text"/>		
Sample Address	<input type="text"/>		

Project Name	<input type="text"/>		
Project Priority	<input type="text"/>	Date Required By	<input type="text"/>
Is this project brief for a: <input type="radio"/> New Product <input type="radio"/> Existing Product			

What application will the flavour be used in?

What is the product's branding, purpose, packaging, inspirations, style & and target audience?

What are the key characteristics of this flavour?

What are the specific flavour profiles or tastes that you would like the flavour to have?

Are there any marketing claims or specific ingredients that need to be considered?

We shall provide product specifications. Are there any other documents that you require?

What countries is this to be sold in?

Sample Size Required?(Standard is 15gm)

Required Pack size (kg)(Min order 5kg)

Projected annual usage? (kg/annum)

Price range budget/allocation? (per kg)

Any other details we should know?