



An Interactive Guide to Launching A Food Product

Bringing A Food Product to Store Shelves Hinges on Managing Costs, Understanding Regulations, Leveraging Insider Knowledge, and Having a Great Product. Use the **Seven Claves CPG** Workbook to Launch Your First Product.



Launching Your Food Product: The Seven Claves CPG Guide

Embark on your culinary adventure with confidence! This guide is your roadmap to transforming your food product vision into a reality. With Seven Claves CPG by your side, you'll gain the knowledge and tools to navigate the complex world of food product development, production, and launch.

Part 1: The Culinary Compass – Navigating Your Path to Success

1.1 Unearthing Your Unique Flavor:

Your product's **unique selling proposition (USP)** is what sets it apart from the competition. Does it cater to a specific dietary need, offer a novel flavor experience, or improve upon an existing product?

Key Question: What makes your product irresistible?	Sample Response: <i>Our gourmet vegan ice cream is made with organic, locally-sourced ingredients and offers unique, globally-inspired flavors not found in traditional ice cream.</i>
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1.2 Knowing Your Foodie Tribe:

Understanding your **target market** is crucial for tailoring your product and marketing efforts. Who are your ideal customers? What are their demographics, lifestyle choices, and purchasing behaviors?

<p>Key Question:</p> <p>Who is hungry for your product?</p>	<p>Sample Response:</p> <p><i>Health-conscious millennials and Gen Z consumers who are passionate about plant-based foods and seek adventurous flavor experiences.</i></p>
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1.3 Sizing Up the Competition:

The food industry is dynamic and competitive. Conduct a thorough **competitive analysis** to understand your competitors' strengths, weaknesses, and market positioning. This will help you identify gaps and opportunities for your product to shine.

<p>Key Question:</p> <p>How can your product outperform the competition?</p>	<p>Sample Context:</p> <p><i>Competitor A offers a wide variety of flavors but uses artificial ingredients. Competitor B has a strong brand image but lacks unique flavor profiles.</i></p>
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1.4 Crafting Culinary Perfection:

Your **recipe** is the heart and soul of your product. It needs to be delicious, scalable, and consistent. Consider factors like ingredient availability, cost-effectiveness, and shelf-life stability as you perfect your formulation.

Key Question:	Sample Response:
Is your recipe ready for mass production?	<i>Our signature Madagascar Vanilla ice cream is made with organic coconut milk, vanilla bean paste, and a touch of agave nectar. The recipe can be easily scaled up for production and has a shelf-life of 6 months when stored at -18°C.</i>

1.5 Navigating the Regulatory Landscape:

The food industry is subject to stringent regulations to ensure consumer safety and product quality. Familiarize yourself with federal regulations like the **FDA (Food and Drug Administration)**, as well as state and local laws. Consider obtaining food safety certifications like **HACCP (Hazard Analysis Critical Control Points)** or **SQF (Safe Quality Food)** to demonstrate your commitment to quality and safety.

1.6 Building Your Brand's Flavorful Identity:

Your **brand** is more than just a name and logo; it's the personality of your product. Develop a unique brand identity that resonates with your target market. Your brand story, values, and messaging should be consistent across all touchpoints.

<p>Key Question:</p> <p>What story does your brand tell?</p>	<p>Sample Response:</p> <p><i>Our brand is fun, adventurous, and passionate about creating delicious, planet-friendly treats. We believe that veganism can be exciting and delicious, and we strive to make our products accessible to everyone.</i></p>
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1.7 Designing Packaging that Pops:

Your **packaging** is the first impression your product makes on consumers. It should be visually appealing, informative, and protective of the product inside. Consider using sustainable materials and incorporating elements that reflect your brand's personality.

<p>Key Question:</p> <p>Does your packaging entice consumers?</p>	<p>Sample Response:</p> <p><i>Our pint containers will feature vibrant colors and playful illustrations inspired by the unique flavors of each ice cream. The packaging will be made from recycled materials and clearly communicate our commitment to sustainability.</i></p>
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1.8 Label with Clarity and Compliance:

Product **labels** must adhere to strict FDA regulations, providing essential information like ingredients, nutritional facts, and allergen warnings. They should also clearly communicate your product's benefits and unique selling points.

Key Question:	Sample Response:
Does your label comply with regulations and attract customers?	<i>Product name: "Wanderlust Vegan Ice Cream"</i> <i>Flavor name: "Madagascar Vanilla"</i> <i>Ingredients list</i> <i>Nutritional information</i> <i>Allergen statement (contains tree nuts)</i> <i>Net weight</i> <i>Best by date</i>

Part 2: Interactive Workbook



Section 1: Your Product's DNA

1.1 Product Name:

1.2 Target Market:

1.3 Unique Selling Proposition (USP):

1.4 Recipe:

Section 2: Brand Identity

2.1 Brand Name:

2.2 Brand Story:

2.3 Brand Values:

2.4 Target Audience:

Section 3: Navigating the Production Landscape

3.1 Production Method:

- Have you thoroughly evaluated the capabilities, costs, and limitations of in-house production, co-packing, and contract manufacturing?
- Which option best aligns with your budget, production volume needs, quality standards, and desired level of control over the production process?

3.2 Regulatory Compliance Roadmap:

- **FDA Regulations:** Have you identified and addressed all applicable FDA regulations for your specific product category? This includes labeling requirements, nutritional claims, allergen statements, and food safety regulations.
- **State and Local Regulations:** Are you aware of any additional regulations or requirements that may apply in the states or localities where you intend to sell your product?
- **Food Safety Certifications (HACCP, SQF):** Have you considered pursuing relevant certifications to demonstrate your commitment to food safety and quality? Do you understand the requirements and benefits of these certifications?

Section 4: Charting Your Course to Market

4.1 Distribution Channels:

- Which distribution channels align with your target market and brand positioning? Have you considered grocery stores, specialty shops, online platforms, food service, or a combination?
- What are the logistical requirements and costs associated with each channel? Do you have the necessary infrastructure and partnerships in place?

4.2 Marketing Plan:

- What is your overall marketing strategy? How will you create awareness, generate interest, and drive sales for your product?
- What specific marketing tactics and channels will you utilize to reach your target audience? (e.g., social media, influencer marketing, PR, events, sampling, advertising)
- What is your marketing budget, and how will you allocate resources across different channels and activities?
- How will you measure the success of your marketing efforts and adjust your strategy as needed?

Section 5: Mapping Your Financial Trajectory

5.1 Cost of Goods Sold (COGS):

- Have you accurately calculated all direct costs associated with producing each unit, including ingredients, packaging, and direct labor?
- Have you factored in indirect costs like manufacturing overhead, utilities, and quality control?
- Are your COGS calculations based on realistic production volumes and supplier quotes?

5.2 Pricing Strategy:

- What is your proposed retail price? Is it competitive within your product category and target market?
- Does your pricing strategy allow for sufficient profit margins while remaining attractive to consumers?
- Have you considered different pricing models, such as introductory pricing, bundling, or discounts for bulk purchases?

5.3 Sales Forecast:

- Based on your market research, target audience, and distribution channels, what are your projected sales volumes for the first year, three years, and five years?
- Have you accounted for seasonal fluctuations, competitive activity, and potential market trends in your forecast?
- What are your assumptions behind these projections, and how will you track and adjust them as you gather more data?

Section 6: Preparing for Launch



6.1 Key Milestones:

- What are the critical steps you need to take to bring your product to market?
Have you established a realistic timeline for each milestone?
- Key milestones may include recipe finalization, packaging design and production, regulatory approvals, securing distribution agreements, marketing launch, and initial production runs.

6.2 Launch Date:

- When do you envision launching your product? Is this date feasible based on your current progress and the remaining milestones?
- Have you considered external factors that could impact your launch date, such as seasonality, competitor launches, or unforeseen delays?
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We Find Your Food Product's Place in the Market

Seven Claves CPG helps food founders navigate the path from concept to market-ready reality, ensuring your product meets the highest standards of quality, safety, and commercial success.

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