Central Quality System LEAF International		
Type of document: **Subject:**	**Registration Form** **Briefing format towards Pre Media Agency**	**LR 4350.01**
Department: **Release date:**	**Marketing/ Innovation/ Packaging (Inno/VE)/ Legislation** **2014-08-11**	**Page 1 of 2**
Reason last modification:	**Updated with FIC info**	

Approval of the content of this briefing

DEPARTMENT	NAME OF THE PERSON	DATE
Marketing:	Matilda Carlsson	2020-09-17
Legislation:	Sochuliakova	22.9.2020
		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**	*Refreshment/Enjoyment/Chocolate*
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 Attask
Brand	Marketing	**Nutisal**	Concerned Brand
Product	Marketing	**Nut Enjoy Mix 8x175g**	Concerned Product
Article number	Marketing	1007046/1007046A	
Content	Marketing	**175g** **Pre-printed**	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		
Promotion	Marketing		If applicable
Package type	Packaging	**Stand pouch**	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	**Current material: 20OPP + 12 PET MET + 50PE**	Description of material Please contact Tove if more information or clarification of the information here is needed
Printer name	Packaging	**Bak Ambalaj**	
Technical drawing number	Packaging	**R&D 180120-03**	
Print technique	Packaging	**Rotogravure**	

Packaging site: name & location	Packaging	**Nutisal Helsingborg**	Cloetta-packaging site or co-packer
Languages	Marketing	**SE/DK/NO, FI, DE,, GB**	E.g. SE/DK/NO or NL/FR/DE
Target markets	Marketing	**SE, DK, NO, FI, TR**	SE, FI, NL, IT
Lead market	Marketing	**SE**	SE or FI or IT or NL
Cloetta resource code	Marketing	**B455013**	The packaging material code
Barcode	Marketing	7310350121243	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 and Kunglig hovleverantör)	Packaging	SWE plastic symbol in black and white	
Claims	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, contrats, 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 ≥ 80 cm^2 = x- height 1.2 mm, font size 2.9 mm Packaging ≤ 80cm^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

Briefing about the work to be executed	Marketing

Article no & Product name
Recipe no

1007046 Nut Enjoy Mix 8x175g
3701449NEW2 Enjoy Mix

Ingredients

SE/DK/NO JORDNÖTTER OCH NÖTTER TORROSTADE OCH SALTADE /JORDNØDDER/PEANØTTER OG NØDDER/NØTTER TØRRISTEDE OG SALTEDE
Ingredienser: jordnötter/jordnødder/peanøtter (38%), **cashewnötter/nødder/nøtter** (19%), **mandel** (14%), majs/maise* (8%), **hasselnötter/nødder/nøtter** (7%), **pistaschnötter/pistacienødder/pistasjnøtter** (4%), **vetemjöl/hvede-/hvetemel**, maltodextrin, modifierad stärkelse/stivelse, solros-/solsikkeolie, majsmjöl/maismel, havssalt (1%), stärkelse/stivelse, socker/sukker, arom (innehåller **mjölk** och **vete**/indeholder **mælk/melk** og **hvede/hvete**), syra (citronsyra), karamelliserat socker/sukker, salt.
Kan innehålla andra nötter och sesamfrö. Kan indeholde andre nødder/nøtter og sesamfrø.

FI SUOLATTUJA JA PAAHDETTUJA MAAPÄHKINÖITÄ JA PÄHKINÖITÄ
Ainekset: maapähkinöitä (38%), **cashewpähkinöitä** (19%), **manteleita** (14%), maissia* (8%), **hasselpähkinöitä** (7%), **pistaasipähkinöitä** (4%), **vehnäjauhoa**, tärkkelystä, maltodekstriiniä, muunnettua tärkkelystä, sokeria, auringonkukkaöljyä, maissijauhoa, merisuolaa (1%), aromia (sisältää **maitoa** ja **vehnää**), happoa (sitruunahappoa), karamellisoitua sokeria, suolaa.
Saattaa sisältää muita pähkinöitä ja seesaminsiemeniä.

DE ERDNÜSSE UND NÜSSE, TROCKEN GERÖSTET UND GESALZEN
Zutaten: Erdnüsse (38%), **Cashewnüsse** (19%), **Mandeln** (14%), Mais* (8%), **Haselnüsse** (7%), **Pistazien** (4%), **Weizenmehl**, Stärke, Maltodextrin, modifizierte Stärke, Zucker, Sonnenblumenöl, Maismehl, Meersalz (1%), Aroma (enthält **Milch** und **Weizen**), Säuerungsmittel (Citronensäure), karamellisierter Zucker, Salz.
Kann andere Nüsse und Sesam enthalten.

GB PEANUTS AND NUTS DRY ROASTED AND SALTED

Ingredients: peanuts (38%), **cashews** (19%), **almonds** (14%), maize* (8%), **hazelnuts** (7%), **pistachio nuts** (4%), **wheat** flour, starch, maltodextrin, modified starch, sugar, sunflower oil, maize flour, sea salt (1%), flavouring (contains **milk** and **wheat**), acid (citric acid), caramelized sugar, salt.

May contain other nuts and sesame seeds.

IT ARACHIDI E FRUTTA A GUSCIO TOSTATE E SALATE

Ingredienti: arachidi (38%), **anacardi** (19%), **mandorle** (14%), mais* (8%), **nocciole** (7%), **pistacchi** (4%), farina di **frumento**, amido, maltodestrina, amido modificato, zucchero, olio di semi di girasole, farina di mais, sale marino (1%), aroma (contiene **latte** e **grano**), acidificante (acido citrico), zucchero caramellato, sale.

Può contenere altra frutta a guscio e semi di sesamo.

Allergen declaration	
See ingredient list	
Legal warnings	
See ingredient list	
Nutritional values	

Näringsinnehåll / Ravintosisältö / Nährwertangabe / Nutrition information / Valori nutrizionali	**Per/pro 100g**
Energi / Energia / Energie / Energy	2362 kJ/ 569 kcal
Fett / Rasva / Fat / Grassi	42 g
varav/heraf mättat fett / josta tyydyttynyttä / davon gesättigte Fettsäuren / of which saturates / di cui acidi grassi saturi	6,0 g
varav/heraf enkelomättat fett / josta kertatyydyttymättömät rasvat / davon einfach ungesättigte Fettsäuren / of which monounsaturated / di cui acidi grassi monoinsaturi	24 g
varav/heraf fleromättat fett / josta monityydyttymättömät rasvat / davon mehrfach ungesättigte Fettsäuren / of which polyunsaturated / di cui acidi grassi polinsaturi	8,7 g
Kolhydrat / Hiilihydraatit / Kohlenhydrate / Carbohydrate / Carboidrati	25 g
varav/heraf sockerarter / josta sokereita / davon Zucker / of which sugars / di cui zuccheri	5,7 g
Fiber / Ravintokuitu / Ballaststoffe / Fibre	7,1 g
Protein / Proteiini / Eiweiß / Proteine	18 g
Salt / Suola / Salz / Sale	1,1 g

*Maize fried in sunflower oil. Mais in Sonnenblumenöl geröstet.

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

Storage and use information

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

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./ 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.

Små barn kan sätta nötter/nøtter i halsen./ Små børn kan få nødder galt i halsen. /Pähkinä voi jäädä pienen lapsen kurkkuun./ Kleine Kinder können an Nüssen ersticken./ Small children can choke on nuts./ Per evitare il rischio di soffocamento non somministrare frutta secca ai bambini piccoli.

Öppnad förpackning är hållbar i 14 dagar./ Efter/etter åbning holdbar 14 dage./ Avattu pakkaus säilyy 14 päivää./ Nach dem Öffnen 14 Tage haltbar./ The bag should be consumed within 14 days of opening./ Consumare il prodotto entro 14 giorni dall'apertura della confezione.

Förpackad i skyddande atmosfär/ Pakket i beskyttende atmosfære/ Pakattu suojakaasuun/ Unter Schutzatmosphäre verpackt./ Packaged in a protective atmosphere./ Confezionato in atmosfera protettiva.

Recycling information

Shelf life text

Bäst före/ Bedst før/ Best før/ Parasta ennen/ Mindestens haltbar bis/ Best before/ Da consumarsi preferibilmente entro il: Se botten/bunden av påsen/ Katso leima pussin pohjassa/ Siehe Unterseite der Verpackung/ See bottom of pack/ Vedere sul fondo del sacchetto.

Claims

Logo's

Story Telling (or other additional text)

Producer information

CLOETTA
www.cloetta.com (.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
Cloetta Suomi Oy, PL 406, 20101 Turku, Finland

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