

FDReviews Product Briefing Form v5



Our team of experts are looking forward to reviewing your product and providing you with essential feedback to help make your product a success. Please take time to complete it as fully as possible. A lack of information will impact the quality of your review.

Section 1: Your Company

Your Company Name

Company Location

Section 2: Your Product

Name of Product

Product Description & Rationale

Please describe the product, and what makes it great. Please include its aims in the marketplace, including key selling points or any stories behind it.

Pack Size

List of Ingredients & Allergens

(if incomplete, the taste element of your review cannot take place)

Storage Requirements & Shelf Life

Preparation/Serving Instructions

Target Launch Date (if known)

Product Images	If you have product images for marketing/review purposes, you can paste them into this form, or provide prints for the reviewers with your samples.
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Section 3: Your Market

Who is your target consumer?			
What is your target RRP?			
Please confirm your target retail categories...			
<input type="checkbox"/> Major multiples	<input type="checkbox"/> Convenience Retail	<input type="checkbox"/> Farm Shop & Deli	<input type="checkbox"/> Online
<input type="checkbox"/> Cash & Carry	<input type="checkbox"/> Foodservice	<input type="checkbox"/> Hospitality	<input type="checkbox"/> Other (Please specify)
Please list any specific retail target customers you may have			

Section 5: Additional Questions & Comments

The review session will be very thorough, but please use this section to add any specific questions that you would like the Chairperson to ask the team. Good questions are around price points, category opportunity, sector challenges, label compliance etc

Thank you for your time. Please be assured that your information is handled in the strictest of confidence and will be used for the review only. Your information will not be shared with any third parties.

PLEASE ENCLOSE A COPY OF THIS COMPLETED FORM WITH YOUR SAMPLES