

FDReviews Product Briefing Form



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 you 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 4: For Partial Reviews Only

Our Full Review and Range review categories will cover all our key review criteria listed below. If you have booked a partial review, please re-confirm your selected review areas.		
<input type="checkbox"/> Innovation	<input type="checkbox"/> Design	<input type="checkbox"/> Taste
<input type="checkbox"/> Packaging	<input type="checkbox"/> Ingredients	<input type="checkbox"/> Commercial Offer

Section 5: Additional Notes

<i>Please use this space to add any additional comments that you may feel are relevant to your review.</i>
<p>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.</p> <p>PLEASE ENCLOSE A COPY OF THIS COMPLETED FORM WITH YOUR SAMPLES</p>