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| **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 | |  | | | | | | |
| 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. | | | | | | |
|  | | | | | | | | |
| **Section 3: Your Market** | | | | | | | | |
| Who is your target consumer? | |  | | | | | | |
| What is your target RRP? | |  | | | | | | |
| Please confirm you target retail categories… | | | | | | | | |
| Major multiples | Convenience Retail | | | | Farm Shop & Deli | | Online | |
| Cash & Carry | Foodservice | | | | Hospitality | | 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. | | | | | | | | |
| Innovation | | | | Design | | Taste | | |
| Packaging | | | | Ingredients | | Commercial Offer | | |

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| **Section 5: Additional Notes** |
| *Please use this space to add any additional comments that you may feel are relevant to your review.* |
| **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** |