



Co-Packer Information Packet

A reference tool to guide you
through the Co-Packing process at
Mad Will's Food Company.

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Since it opened, Mad Will's has assisted one customer after the next in entering the world of contract packaging. With a hands-on, quality driven approach to product development and artisan style manufacturing, we strive to deliver a product everyone can be proud of. Our capabilities include:

- Hot and cold fill
- Wet type products (*i.e.*, *barbecue sauces, marinades, mustards, pasta sauces, salad dressings, salsas, etc.*)
- Retail-size glass & institutional-size plastic containers
- **NEW** - Pouches!
- Can work with:
 - Chef & restaurant signature products,
 - Grower's value-added products,
 - Entrepreneur's secret recipes.
- Certified by QAI for organic processing
- Friendly minimums
- Free pH test and preliminary quote

Certifications

Mad Will's is devoted to food safety. All of the products we produce are safe and of the highest quality that meets the needs of today's consumer, as well as evolving food safety standards.

- Facility approved and inspected by the US FDA, Center for Food Safety and Applied Nutrition (FCE #02752)
- Facility approved and inspected by the California Department of Public Health, Food and Drug Branch (Processed Food, Organic Processed Food Registration and Cannery License #12818).
- Certified for organic processing by QAI, Inc.
- Member of the California League of Food Processors and the California Olive Oil Council
- HACCP, GMP, Food Safety and Food Security programs
- HACCP & SQF certified manager by NSF Inc.
- SQF certified in-house expert
- Third Party Audit by NSF Cook & Thurber
- County of Placer, Business License #80766

Our goal is to recreate your recipe as closely as possible while achieving the same flavor profile, mouthfeel, viscosity and sense of quality as the original.

What is the first step?

To get started, call or e-mail our co-packing consultant, Tim Sullivan, to learn more about what Mad Will's can do for you. A free consultation concerning your recipe or product idea can be arranged to help you take that next step.

What does it cost to bottle my product?

There are a variety of factors that determine the cost including ingredients, container, fill weight, kettle yield and so on. In order to give you an accurate quote, we must see your recipe. We will provide you with a **Non-Disclosure Agreement**, which you are free to have your attorney review.

What is the time frame for getting a product produced?

There are many factors that affect the time frame for getting a product bottled, including recipe development, label design and printing, ingredient sourcing and availability and the production schedule. Therefore, the journey of each recipe, from concept to bottled product, is unique.

Does MW's require a production formula?

No. We can work with any type of recipe you have. We offer a product development service at a reasonable price to help convert your home or restaurant recipe to a production formula.

What is the minimum run?

A minimum run is one batch of product per recipe, which is approximately 110-175 cases (12 units/case) depending on the size of the bottle or jar.



New Co-Packer Process

PHASE I - Evaluation

Step 1. Contact Mad Will's Food Company (MW's)

- a. Mad Will's will e-mail you the *Intro Packet* and *Non-Disclosure Agreement*

Step 2. Preliminary Evaluation

- a. Send product sample(s) to MW's
 1. 2 containers of each product in bottles / jars that are the approximate size of your desired final package
 2. MW's performs a FREE pH Test to confirm that the product has a pH of less than 4.6
 3. MW's determines if the product is compatible with production equipment
- b. Non-disclosure agreement signed
- c. Send recipe to MW's
 1. Include ingredient specifications - brand, type, characteristics (minced, dried, frozen, etc.), etc.
 2. Include the weight in grams or the percentage by weight of each ingredient
- d. MW's will provide a FREE *Preliminary Price Quote*
- e. If desired, meet with Co-Packing Specialist / Plant Tour
 1. Discuss and decide upon ingredient and packaging options
 2. Tour facility
- f. Send signed *Preliminary Price Quote* to MW's and begin Phase II



PHASE II - Creation

Step 4. Test Batch

- a. MW's produces 10 lb. test batch for each product (\$200.00 for each test batch)
 1. Send 2-6 bottles to you for evaluation
 2. Repeat until desired flavor profile, mouthfeel, viscosity and sense of quality is achieved
- b. MW's sends a *Final Price Quote* for each product
 1. Send MW's signed *Final Price Quote*, along with a Purchase Order and 50% down payment

Step 5. Product Information Created

- a. MW's sends paperwork to state for S-Number & pH Release documentation
- b. MW's emails you the product information
 1. Ingredients statement, allergen statement, net weight declaration, nutrition facts panel (NLEA) and maximum label size

Step 6. Label Compliance Review

- a. Send PDF of final label artwork to MW's for compliance review
- b. If unapproved printer, request sample of label material and adhesive be sent to MW's for testing
- c. Upon approval of the label and materials by MW's, the labels may now be printed
 1. If the product is Organic, the label and accompanying paperwork will be sent to QAI for certification. Once the product and label have been certified, the labels may now be printed.

Step 7. Production Authorized

- a. MW's sources, orders and receives the ingredients and packaging supplies
- b. MW's receives the labels
- d. MW's schedules your product for production

Step 8. Product Produced

- a. MW's produces the product, which you may attend
- b. If required, MW's arranges for the state to pH test the product
 1. State Official tests and releases batch for resale

Step 9. Product Shipped

- a. Once the balance has been paid, the product will be released for pick-up / delivery

PHASE III - Production

Retail Packaging Options



While there are endless available options, Mad Will's will help guide you through the process of choosing the right packaging for your company's brand and product. If you are interested in packaging that is not a standard stock item, MW's can obtain packaging that better fits your needs, whether it is a different sized container, custom color cap, or a custom neckband. *(Please note that non-stock packaging generally requires longer lead times, minimum orders and extra charges.)*

Containers

The container sets the tone for your product. Along with industry standards, MW's can help you choose a shape and size that is appropriate for your product. Below is a list of the glass containers that MW's stocks.

250mL	12 oz Ring Neck
8 oz Paragon	12 oz Fluted (12)
8 oz Ring Neck	16 oz Paragon
9 oz Straight Side	16 oz Decanter
12 oz Paragon	24 oz Mayo

Caps & Lids

MW's stocks either metal or plastic black caps and lids for all of the glass listed above.

Neckbands

For both bottles and jars of all shapes and sizes, a neckband is a simple way to add safety and perceived value to your product. Neckbands come in a wide variety of colors and a custom design can even be printed on the neckbands to create a more unique package.

For more information, please contact the following:

Stanwell West Inc.
100-G East Jefryn Blvd.
Deer Park, NY 11729
(800) 533-4269
stanwellwest.com

Templock Enterprises
The Vercal Building 170
1 N. Calle Cesar Chavez
Santa Barbara, CA. 93103
(805) 962-3100
templock.com

Capsules

For certain bottles, a capsule is an alternative way to add safety and perceived value to your product. Capsules come in multiple sizes with a full range of features, including a variety of colors, hot foil stamping, tear tabs and air holes. The capsules can even have a custom design printed on them to further enhance the look of your product.

For more information about capsules, please contact **C&E Capsules** at (707) 603-2500 or look them up on-line at cecapsules.com.

Labels

To learn more about labels, please see the pages titled **Retail Label Information** and **Basic Label Compliance**.

Additional Packaging Elements

Neck Hangers are used to include additional information with a package that would not otherwise fit on the label. Company history, product romance or recipes are just a few of the items that can be found on neck hangers.

Box/Warehouse Labels are often required by major distributors or retail venues to track inventory. Check with the warehouse in question to determine what their label information requirements are. Prices start at \$0.01 per label.

Organic Products

Organic products are regulated by the USDA and must meet certain criteria to qualify for one of the three different organic levels. Please read the page titled **Organic Information** to learn more.

EVERYTHING

YOU NEED!

Product development

Label design & printing

Packaging design

Nutritional analysis

UPC bar codes

and much more.

Pouch Packaging

We have broadened our packaging capabilities to provide you with even more options to meet your sales objectives.

- Single-serving foil pillow pouches
- 2 fluid ounces to 400 fluid ounces capacity
- Flexible snip-to-open pouches
- Up to 12 month shelf life for most products
- Custom graphics

Benefits

- Shelf-stable packaging
- Less packaging = lower freight costs
- Smaller shelf and storage footprint

Great for:

- Samples
- Demos
- Foodservice
- Retail
- Concessions

Can work with custom films

- Clear or metalized barilayer
- Clear EVOH
- Clear nylon
- Metalized PET



Foodservice

Restaurants, delis, caterers and many other types of businesses utilize products that can be supplied in larger containers.

Containers & Caps

MW's stocks two standard HDPE plastic containers for foodservice needs: 1/2 gallon and 1 gallon. The shelf-life is typically around six months, but may vary depending on the product type.

MW's stocks plastic white caps for both of the foodservice containers that are stocked.

(Please note that non-stock packaging generally requires longer lead times, minimum orders and extra charges.)

Labels

Foodservice labels are generally very simple and contain only FDA required elements as these labels are not seen by the consumer. We offer stock 3x5" white matte labels that have the required elements printed in black. If you would like to provide your own labels, that can be arranged.

Retail Label Information

The label is the finishing touch on the packaging of your product. It can draw in potential consumers, enticing them to take a closer look. It also contains the elements that are required by law to inform the consumer about the product, including ingredients, nutritional information and allergens to name a few. Below is some basic information that will help you get started with the design of your label.

Trademark

A trademark is a type of intellectual property that consists of a distinctive sign or indicator used to identify that the products or services offered to consumers originate from a unique source. While it is not required to register your brand, it is helpful to make sure that your brand will not infringe on another company's trademark. To learn more about trademarks or to research registered trademarks, go to uspto.gov.

Product Information

MW's will provide you with an FDA compliant ingredients statement, allergen statement, nutrition facts panel (NLEA) and net weight declaration for each product.

UPC Barcode

A UPC barcode is a method of automatic identification that allows information to be captured quickly and accurately. Each barcode is specific to one product and must be purchased from an outside vendor.

If you wish to utilize a UPC Barcode on your product and do not plan on selling to *Wal-Mart* or *Kroger*, we recommend purchasing one at buyabarcodes.com (starting at \$85.00) or nationwidebarcode.com (starting at \$14.95), though any barcode vendor is acceptable. If you need a unique GS1 Company Prefix, go to www.gs1.org/barcodes/need_a_bar_code (formerly the Uniform Code Council).



Label Printing Specifications

Below are the specifications that are required for all labels used at MW's, which will ensure compatibility with our equipment, the packaging and the environment (i.e., refrigeration). Your printer will need these to give you an accurate price quote for labels.

- Pressure sensitive labels
- Respositionable adhesive - All Temperature (AT-1, AT-20, AT-333 or equivalent)
- Precision slit
- 1/8" space between labels
- 3" cores
- Rewind #4, Unwind – left side off first
- 10" OD on label rolls
- Custom die-cuts, new material & new adhesives **MUST** be tested by MW's prior to printing.

Below are a few of the printers we work with. They know our printing requirements and will work with you to produce a label that meets your needs as well.

Best Label

Travis Gilkey
Union City, CA 94587
(510) 429-3594
www.bestlabel.com
travisg@bestlabel.com

AC Label

Rene Cramer
Fremont, CA 94539
(510) 490-1800 x251
www.aclabel.com
cramer@aclabel.com

MPI Label Systems

Lisa Henry
Stockton, CA 95215
(800) 533-2076
www.mpilabels.com
lisah@mpilabels.com

Roto-Litho North

Rusty Burkett
Verdi, NV 89439
(775)225-4884
www.rotolitho.com
rusty@rotolitho.com

Label Reviews and Approval ★

MW's requires that **all labels** used in its facility undergo an in-house compliance review prior to being printed. Also, a materials test is required if you plan to use a printer that has not been approved by MW's. Production **will not** be authorized until both of these requirements have been met.

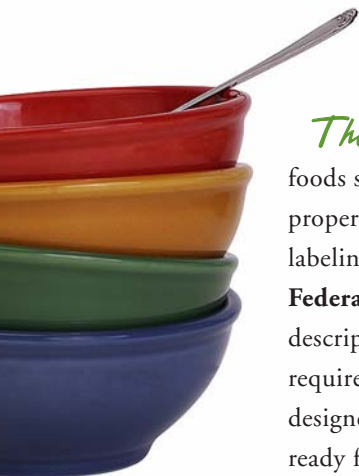
Graphic Designers

Laura Tietz Design
Laura Tietz
Portland, OR
(503)684-1029
l-t@lauratietzdesign.com
www.lauratietzdesign.com

Hull & Honeycutt
Frank Honeycutt
Sacramento, CA 95815
(916) 929-4777
frank@hullhoneycutt.com

MG Design
Meredith Gross
Graton, CA 95444
(707) 829-9821
meredith@designmg.com
www.designmg.com

Basic Label Compliance



The FDA is responsible for ensuring that foods sold in the United States are safe, wholesome and properly labeled. The regulations that govern product labeling can be found in **Title 21 of the Code of Federal Regulations** (21 CFR 101). Below is a brief description of the basic label components that are required. MW's will work with you and your graphic designer to ensure that each label is compliant and ready for production.

Principal Display Panel (PDP)

"The portion of the label that is most likely to be seen by the consumer at the time of purchase." Depending on the jar or bottle, the viewable portion of the label varies between 2.75-3.25". Place the following items on the PDP:

- 1a. **Brand or Company Logo** - Must be on the PDP.
- 2a. **Product Name** - Should be one of the most prominent features on the PDP and be generally parallel to the base of the package.
- 3a. **Net Contents** - At least 1/8" tall (12-13pt depending on font), placed within the bottom 30% of PDP. Do not crowd, must be surrounded by a minimum of 1/8" of space.

Information Panels

"The label panel immediately to the right of the PDP, as displayed to the consumer. If unusable or full, then the next label panel immediately to the right." The left and right panels are used for the following mandatory items, as well as the product or company romance, recipes and any other information you might want to include.

Information Panel - Right Side

- 1b. **NLEA Facts Panel** - Black or one color type/lines on a white or neutral background. Recommend Arial or Helvetica font. All type must be 6pt or larger.
- 2-3b. **Ingredients, Allergen Statement & Allergen Facility Statement**- At least 1/16" tall (measured by the lower case "o"). Recommend Arial (7pt). Can use all uppercase letters to meet height requirement.

Information Panel - Left Side

- 1c. **Manufacturer Statement** - Manufactured For or Distributed By, followed by the company name, street address, city, state, and zip. The street address can **only** be omitted if the company can be located in a current city directory or telephone book. Recommend Arial (7pt).
- 2c. **Shake Well Statement** - Same requirements as 2b.
- 3c. **Bar Code** - Optional. For use with retail venues that utilize scanners. To learn more, please see the page titled **Retail Label Information**.

Nutrition Facts	
Serving Size 2 tbsp. (32g)	
Servings Per Container 12	
Amount Per Serving	
Calories 25	
% Daily Value*	
Total Fat 0g	0%
Trans Fat 0g	
Sodium 240mg	10%
Total Carbohydrate 6g	2%
Sugars 5g	
Protein 1g	
<small>Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber, vitamin A, vitamin C, calcium, and iron.</small>	
<small>*Percent Daily Values are based on 2,000 calorie diet.</small>	

INGREDIENTS: WATER, SOY SAUCE (WATER, WHEAT, SOYBEANS, SALT), SUGAR, APRICOTS IN SYRUP, GARLIC, DEHYDRATED ONIONS, DRIED APRICOTS (CONTAINS SULFITES), GINGER, RICE VINEGAR, SESAME SEEDS, XANTHAN GUM, DEHYDRATED GARLIC. **CONTAINS:** SOY, WHEAT.

ALLERGEN INFORMATION: MADE IN A FACILITY THAT USES MILK, EGGS, FISH, TREE NUTS, PEANUTS, WHEAT AND SOYBEANS.

Not to scale. Label size will vary depending on jar / bottle.



Organic products are governed by the United States Department of Agriculture (USDA) through the National Organic Program (NOP). The NOP develops, implements and administers production, handling and labeling standards for organic agricultural products in the United States. The NOP also accredits the certifying agents (foreign and domestic) who inspect organic production and handling operations to certify that they meet USDA standards.

MW's is a certified Handler (Processor) of organic products by *Quality Assurance International*.

To learn more about the NOP, visit ams.usda.gov. To learn more about QAI, visit qai-inc.com.

Organic Categories & Labels

There are three main categories by which organic products are organized: **100% Organic**, **Organic** and **Made with Organic Ingredients**. Each category is defined by the percentage of organic ingredients in the recipe and the items that are permitted on the label. The categories and their basic regulations are outlined below.

100% Organic

Products labeled as **100% Organic** must contain (excluding water and salt) ONLY organically produced ingredients and processing aids.

The label **must** include the statement *Certified Organic by QAI* below the *Manufacturer Statement* and **may** include the term **100% Organic** on the PDP, the use of the word Organic in front of organic ingredients within the *Ingredients Statement* and the USDA Organic Seal on the PDP.

Organic

Products labeled **Organic** must consist of at least 95% organically produced ingredients (excluding water and salt). Any remaining ingredients must be approved nonorganic agricultural products or nonagricultural substances on the National List.

The label **must** include the statement *Certified Organic by QAI* below the *Manufacturer Statement* and **may** include the term **Organic** on the PDP, the use of the word Organic in front of the organic ingredients within the *Ingredients Statement*, the USDA Organic Seal on the PDP and/or the QAI logo and company information.

Made with Organic Ingredients

Processed products that contain at least 70% organic ingredients can use the phrase **Made with Organic Ingredients** and list up to three of the organic ingredients or food groups on the PDP.

The label **may** include the percentage of organic content and the QAI logo on the PDP. However, the USDA Organic Seal cannot be used anywhere on the package.

Certification

Every product **and** label must be reviewed and certified by QAI before it can be produced by Mad Will's. Once the recipe has been approved by you and the label has been approved by MW's, the label and accompanying paperwork (*Individual Product Profile and Organic Ingredient Certificates*) will be sent to QAI for review. If everything is correct and meets the NOP regulations, the product and label will be certified and added to the Organic Certificate and Plan Summary for MW's. Then the product can be produced and labeled for resale.

