



# Private Label Information Packet

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An informational guide to get you started with the Private Label Program offered by Mad Will's Food Company.

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# Private Label Concept



*As a retailer*, you know the importance of offering quality products, building consumer loyalty and providing unparalleled customer service. There is no better way to differentiate your store from the competition than with your own premium store-branded products.

With a premium private label program, your company is empowered to:

- Increase profits
- Build consumer loyalty
- Strengthen relationship with consumers
- Brand a product line
- Enhance company image
- Differentiate from the competition
- Control distribution.

## *How does the program work?*

It's simple. Mad Will's will put your company name or logo on the product, resulting in the creation of your own brand. You can order any combination of products whenever you need to fill your shelves.

With a unique variety of conventional and organic gourmet products, Mad Will's has the ability to meet each customer's private label needs. Custom in-house printing, no minimums and great customer service make this program accessible for any type of retail venue.

## *Quality*

- Superior product quality compared to national specialty food brands
- Award-winning specialty food products in over 15 categories
- Products endorsed by the most respected specialty food buyers in the country



*When it comes to product quality, most consumers see virtually no difference between private label and familiar national brands.*

*-PLMA Market Update November 2010*

## *Uniqueness*

- Items that can only be purchased from your store
- Differentiate yourself from the competition with over 100 non-commodity products
- Signature products in every category like our best seller - *Apricot Ginger Teriyaki Glaze*

## *Affordability*

- Compete with national specialty food brands
- Customized programs including four-color custom labels provided at no extra cost
- **No order minimums**
- **No set-up fees**
- First two orders paid up front, after that terms can be set-up

## *Service*

- A professional team of individuals completely committed to the one that matters most...you!
- Order at your convenience by phone, fax, email or online at madwills.com
- 5-7 day turnaround
- Don't have camera-ready art? Our design team can help!

[www.madwills.com](http://www.madwills.com)

1-888 ASK WILL

# Premium Private Label Products

*The one thing* that Mad Will's is more passionate about than food is making food taste better. With quality ingredients and custom formulated recipes, these products deliver flavor and drama in every dish and in every single bite.

Hands-on, quality driven product development and artisan style manufacturing have enabled Mad Will's to offer a premium private label product line that can be tailored your company's needs. It includes the following types of gourmet food products:

- Barbecue sauces
- Marinades and glazes
- Salad dressings and vinaigrettes
- Pasta sauces
- Salsas
- Seafood sauces
- Bruschetta toppings
- Dipping oils and vinegar
- Stuffed olives
- Pickled vegetables
- Mustards
- Cream cheese toppers
- Fruit butters
- Taco sauces
- Dessert toppings.



*Why promote  
someone else's brand  
when you can  
promote your own?*

We recently added a variety of **USDA Organic** gourmet products certified by **QAI**, including grill sauces, salad dressings, vinaigrettes, pasta sauces and salsas.



- Over 100 gourmet food products available in fifteen different categories
- Many sugar free, low sodium, fat free, low fat and cholesterol free products.
- Most products are formulated according to the stringent guidelines established by **Whole Foods**.

# Premium Labeling Options

## *Our premium private label program*

provides your company with professionally designed and innovative packaging.

We have a variety of pre-printed label backgrounds available that differ in color, style and purpose. From printing your company name on a pre-designed label

background to creating a four-color layout using your company logo on a colored label background,

there is sure to be an option that suits

your needs. Mad Will's even has an in-house graphic designer to help you achieve the best possible label using the options available.

Depending on the needs of each customer, getting a label designed can be a quick and easy process. Company logos and artwork can be submitted in camera-ready or electronic form at any time. Within 2-3 working days, a label proof will be created and sent to you for review and approval.

Below are three labeling options to help guide you in creating a label that draws consumers to the product that really matters...yours!

*Camera-ready artwork must be black & white and no smaller than 4x4 inches in size.*

*Electronic artwork must be saved at a minimum size of 3 inches horizontally, at 300 dpi, and as an EPS, AI, PSD or TIFF file. It must be saved on a ZIP or CD ROM disk, or emailed to [julie@madwills.com](mailto:julie@madwills.com).*

## *1. Standard In-House Label*

Using one of our stock label shells, we can overprint your company name or logo in black.

However, depending on the size of your company logo a *Custom In-House Label* might be a more appropriate choice since there is a limited amount of space.



## *2. Custom In-House Label*

With blank versions of our stock label shells, as well as several other one-color label shells, this option

provides more freedom to customize your label. We can overprint your company logo in full-color or in black on any of our label shells. Utilizing this cost-effective option will allow you to brand your product line more efficiently, as well as improve the label's ability to capture the consumers attention.



## *3. Custom Label Shell (additional cost)*

If you are looking for a truly original label, this is the option for you. Utilizing a professional designer, a custom label shell can be created that incorporates your company logo,

artwork, color scheme and branding. Once the label is printed by a label print house, we will overprint our product information on each label in black. With a custom label shell that is uniquely your own, the added cost for designing and printing the labels is worth the investment.



# Label Backgrounds

*Mad Will's Food Company* has the following label backgrounds for you to choose from.



**Fruit**



**Blank Fruit**



**Fork**



**Blank Fork**



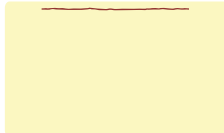
**Fleur d'lis**



**Blank Fleur d'lis**



**Wine**



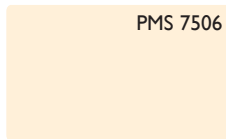
**Blank Wine**



**White**



**Modern**



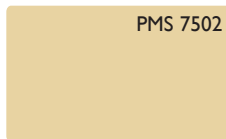
PMS 7506

**Butter Cream**



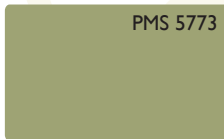
PMS 124

**Sunflower Yellow**



PMS 7502

**Tan**



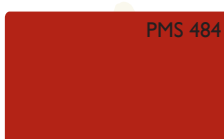
PMS 5773

**Sage Green**



PMS 871

**Metallic Gold**



PMS 484

**Brick Red**



Label samples not to scale.  
Colors may not be exact.



## Custom In-House Label Samples



**Blank Fruit**



**Blank Fork**



**White**



**Butter Cream**

# About Mad Will's Food Company

*In business since 1989.* Mad Will's Food Company expanded by opening a manufacturing plant in the heart of the gold country in Auburn, California. Since then, Mad Will's has established itself as a foremost leader in the private label and co-packing industries, serving customers nationwide, both large and small.

## Food Safety Certifications

Mad Will's is devoted to going the extra mile to ensure that all of our products are safe and of the highest quality to meet the needs of today's consumer.

- Food manufacturing facility approved and inspected by the United States Food and Drug Administration, Center for Food Safety and Applied Nutrition (US-FDA-CFSAN) and the California Department of Public Health, Food and Drug Branch (CDPH-FDB).
- US FDA-CFSAN FCE #02752
- CDPH-FDB Processed Food, Organic Processed Food Registration and Cannery License #12818
- HACCP and GMP programs
- Certified for organic processing by Quality Assurance International, Inc. (QAI)
- Kosher certified product manufacturing capable
- HACCP Certified Manager by NSF International
- Third Party Audit by NSF Cook & Thurber
- County of Placer, Business License #80766



*Mad Will's is devoted to ensuring that all of our products are safe and of the highest quality to meet the needs of today's consumer.*

## At Your Service...

Mad Will's welcomes the opportunity to customize a premium private label program for your company. Whether you want to create or augment your current store brand or utilize some of our product theme ideas, Mad Will's is adept at creating programs that will exceed your expectations.

Mad Will's Food Company is proud to be a member of the following trade organizations:

- National Association for the Specialty Food Trade (NASFT)
- California League of Food Processors (CLFP).

Please feel free to contact us with any questions and for sample requests.

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