



## Brooks' Bottling Company's Package Labeling:

Just as important as what is in the bottle is what is on the bottle. You can have the best product out there however, without a label that represents you and your product, it could get lost on the shelves. When hiring a graphic artist to design your label(s), be sure to ask them if they have ever worked with or created a food related label. The importance is not only the appeal of the label but the fact that it is compliant with the FDA.

Hiring a graphic artist can be expensive when just starting out and with that, we work with a couple of label printers that will offer a basic label layout at a minimal fee. Please inquire if you have interest in learning more about their program offerings.

Following are items of interest to think about when creating your label(s):

1. Select the bottle or jar. This will allow us to determine how much room you will have to work with on the actual label.
2. Basic needs for the label:
  - a. Business Name
  - b. Business City & State
  - c. Business Website
3. Name of the Product (i.e. Billy's Atomic Hot Sauce):
4. Product information and/or a short story. A story of how your product began or the family history can help sell a product. Generally you will want to keep the story within 30 words or less. Depending on the size of the label you may be able to have more words or not as many.
5. Company Name – Your company name must be listed along with the city and state on the label. Because you are not producing your product(s), you will need to have on your label something along the lines of the following:
  - a. Manufactured for "Business Name" Oneonta, NY
  - b. Distributed by "Business Name" Oneonta NY

6. Logo(s) and Graphics:

- a. Format – Needs to be in vector or high resolution bitmap.
- b. Font's – Needs to be converted to outlines.
- c. PDF – Acceptable as long as there is not a bitmap compression.
- d. Photoshop Files and Illustrator Files are generally acceptable.

7. How many colors are you looking to have? The more colors there are, the price is more per label but remember, you are looking to catch the consumer's attention.

8. Neckband (when applicable) – When designing your label, consider the neckband color to best match the colors on the label.

9. UPC Code – If you don't have your own GTIN Number (Global Trade Item Number), you can get a UPC code from a reseller until you reach the level needing your own GTIN number.

- a. GTIN: This is a better option if you plan to sell your products to a distributor or retailer. If you have a distributor and/or retailer lined up, check with them for their requirements.
- b. <http://www.gs1.org/gtin> for more information.

10. Nutritional Facts – We can run your product's nutritional facts for you and send the files to you for the label designer. The price per SKU is \$200.

11. FDA Compliance: Please visit the link below for the most updated requirements set forth by the FDA.

- a. <http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm2006828.htm>