

Labeling Scenarios

Nestlé FoodServices

Grouped their labeling process based on branded products. This allows them to still promote their brands while simplifying the labeling process.

Benefits:

- Simplified labeling
- Brand visibility
- Brand reporting

Considerations:

- Limitations on reporting – no detailed reporting to the SKU level
- Point assignment is done at the product group name level – points can not be assigned to the SKU level
- Limitations on marketing to the individual products – promotions will be done at the product group name level

Schwan's Food Service

Based their labeling process on similar products by grouping them into a label name. For example, they are labeling Pastries, Breakfast Pizza and Breakfast Biscuits all as Breakfast.

Benefits:

- Simplified labeling
- Brand visibility
- Brand reporting

Considerations:

- Limitations on reporting – no detailed reporting to the SKU level
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Clear Springs Foods

Are labeling to the product SKU level. Provides marketing and point assignment flexibility.

Benefits:

- Ideal labeling level
- Detailed reporting to the individual product
- Brand visibility
- Ability to market to the individual product
- More flexibility with point assignment – each product can be assigned a different point value

Considerations:

- A unique label is needed for each product

Bunge Foods®

Labeling similar products by size to simplify the labeling process. For example, their label Elite Deep Fry includes their 3 Elite brands (Elite Pour N Fry, Elite Nutra-Fry and Elite Pro-Formance), which are each produced in a 35 lb. or 2-17.5 lb. cases.

Benefits:

- Simplified labeling

Considerations:

- Brand visibility – Multiple brands are within a product group name, which limits the brand visibility. For example, Bunge has 3 brands within their Elite Deep Fry label; Elite Pour N Fry, Elite Nutra-Fry and Elite Pro-Formance.
- Limitations on reporting – no detailed reporting to the sku level
- Point assignment is done at the product group name level – points can not be assigned to the sku level
- Limitations on marketing to the individual products – promotions will be done at the product group name level

Lawry's Foods®

Based on their production line needs, are labeling based upon types of packaging, such as pails and tubs.

Benefits:

- Plant considerations are met by labeling based on the production line – product size

Considerations:

- Limitations on reporting – no detailed reporting to the sku level
- Point assignment is done at the product group name level – points can not be assigned to the sku level
- Limitations on marketing to the individual products – promotions will be done at the product group name level
- Brand Visibility – In this example, Lawry's is including only one brand, but this could be a consideration if they produced more than one brand on a production line.

Product Maintenance

You have flexibility to edit participating products to the program through the Sponsor Web site by selecting **Add/Edit Products** from the main menu. Sponsors will manage the set up and maintenance of their participating products. The **Sponsor Web Site Users Guide** provides you with step-by-step instructions for **editing an existing product group**. The current version of the guide can be downloaded from the Sponsor Web site.