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Subject:	Briefing format towards Pre Media Agency	
Department:	Marketing / Innovation	Page 1 of 2
Release date:	2014-01-24	
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Approval of the content of this briefing

DEPARTMENT	NAME OF THE PERSON	DATE
Marketing:	Staffan Emanuelsson	2014-03-24
Legislation:	Josefine Ekmehag	2014-03-31
Packaging:	Camilla Jensen	2014-03-24

TABLE I: General Information

ITEM	RESPONSIBLE	FILLING AREA	EXPLANATION
Date	Marketing	2014-03-24	Date of briefing.
Company name	Marketing	Cloetta Sverige AB	Cloetta-organization
Project initiator	Marketing	Staffan Emanuelsson	Responsible marketeer
Telephone	Marketing	+46701802142	
Mobile number	Marketing	+46701802142	
Category	Marketing	Chocolate	Refreshment/Enjoyment/BD
Design agency	Marketing	Neumeister Hélène Mellander Holm Production Manager helene@neumeister.se M +46 707 866 154 Engelbretksplan 1, 4tr SE-114 34 Stockholm	Full address and contact person
Referens nr	Marketing	NA	Project nr in Attask
Brand	Marketing	Cloetta	Concerned brand.
Product	Marketing	Kexchoklad minibit i automat	Concerned product.
Content	Marketing	1560g	Gram/ Kg/ Pieces Net weight (printing size (high) at least): >1000g = 6 mm max 1000g = 4 mm max 200g = 3 mm max 50g = 2 mm
e-sign	Packaging/ Marketing	No	e- sign: the printing size (high) at least: 3mm.
Extension	Marketing	NA	
Promotion	Marketing	NA	If applicable.
Package type	Packaging	Cardbord Box	Pillow bag / stand pouch / etc.
Design manual	Marketing	See design artwork from Design Agency	Which colours to use?
Type of proof needed	Marketing	PDF	Decide with Innovation and purchasing
Date file delivery at printer	Marketing	ASAP	
Packaging material	Packaging	Cardbord	Description of material
Printer name	Packaging	Smurfit Kappa	
Technical drawing number	Packaging	TBD	
Print technique	Packaging	Offset	
Packaging site: name & location	Packaging	Smurfit Kappa	Cloetta-packaging site or co-packer
Languages	Marketing	SE/DK/NO/FI	NL / DK / SE / etc.
Target markets	Marketing	SE	D / CH / SL / etc.
Lead market	Marketing	SE	SE / DK / NO / etc.
Article number	Marketing	1001305	
Cloetta resource code	Marketing	604150	The packaging material code.

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Barcode	Marketing	17310040027562	13 or 8-digit EAN (EU) 12-digit UPC code (CA & US)														
Claims	Marketing	<p>UTZ logo + text "By buying UTZ certified cocoa, Cloetta supports sustainable cocoa farming. www.utzcertified.org"</p> <p>*This product supports the production of sustainable (RSPO) certified palm oil</p>															
Story Telling (or other additional text)	Marketing	<p>Fyllda rån i mjölkchoklad/ Filled wafers in milk chocolate / Fyld vaffel i mælkechokolade/melkesjokolade/ Maitosuklaalla päällystetty vohveli</p>															
Font sizes	Printing agency	<p>ALL mandatory information (product description, ingredient text, warnings, storage info, best before, nutrition table, addresses) shall be printed in a x-height depending on size of packaging.</p> <p>Packaging $\geq 80 \text{ cm}^2 = x\text{-height } 1.2 \text{ mm}$, font size 2.9 mm Packaging $\leq 80 \text{ cm}^2 = x\text{-height } 0.9 \text{ mm}$, font size 2.2 mm</p> <p>I.e. if packaging is bigger than $80 \text{ cm}^2 = x\text{-height } 1.2 \text{ mm}$, font size 2.9 mm If packaging is smaller than $80 \text{ cm}^2 = x\text{-height } 0.9 \text{ mm}$, font size 2.2 mm</p>															
<p>Legend</p> <table border="1"> <tr><td>1</td><td>Ascender line</td></tr> <tr><td>2</td><td>Cap line</td></tr> <tr><td>3</td><td>Mean line</td></tr> <tr><td>4</td><td>Baseline</td></tr> <tr><td>5</td><td>Descender line</td></tr> <tr><td>6</td><td>x-height</td></tr> <tr><td>7</td><td>Font size</td></tr> </table> 				1	Ascender line	2	Cap line	3	Mean line	4	Baseline	5	Descender line	6	x-height	7	Font size
1	Ascender line																
2	Cap line																
3	Mean line																
4	Baseline																
5	Descender line																
6	x-height																
7	Font size																
Briefing about the work to be executed		Marketing															
FIC-update + UTZ-claim																	

TABLE II: Text to be applied into the design

Article no & Product name	Legislation
1001305 Kexchoklad mini Automat 120x13g	
Ingredients	Legislation
<p>SE FYLLDA RÅN I MJÖLKCHOKLAD</p> <p>Ingredienser: socker, vetemjöl, vegetabiliska fetter/oljor (palm*, shea, kokos), skummjölkspulver, vasslepulver (mjölk), kakaosmör, helmjölkspulver, kakaomassa, fettreducerat kakaopulver, emulgeringsmedel (sojalecitin), salt, bakpulver (natriumvätekarbonat), aromer (bl.a. vanillin). Mjölkchokladen innehåller förutom</p>	

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kakaosmør även annat vegetabiliskt fett och minst 25 % kakao.

DK/NO FYLD VAFFEL I MÆLKECHOKOLADE/MELKESJOKOLADE

Ingredienser: sukker, **hvede-/hvetemel**, vegetabiliske fedtstoffer/olier (palme*, shea, kokos), **skummetmælks-/melkepulver, valle-/mysepulver (mælk/melk)**, kakaosmør, **sødmælks-/hmelmpulver**, kakaomasse, fedtreduceret kakaopulver, emulgator (**sojalecithin**), salt, hæve-/hevemiddel (natriumhydrogencarbonat), aromaer (bl.a. vanillin).

Mælkechokoladen/melkesjokoladen indeholder også andre vegetabiliske fedtstoffer end kakaosmør og mindst 25 % kakaotørstof.

FI MAITOSUKLAALLA PÄÄLLYSTETTY VOHVELI

Ainekset: sokeria, **vehnäjauhoa**, kasvirasvoja / kasviöljyjä (palmu*, shea, kookos), **rasvatonta maitojauhetta, herajauhetta (maidosta)**, kaakaovoita, **täysmaitojauhetta**, kaakaomassaa, vähärasvaista kaakojauhetta, emulgointiainetta (**soijalesitiiniä**), suolaa, nostatusainetta (natriumvetykarbonaatti), aromeja (mm. vanilliinia). **Maitosuklaata sisältää kaakaovoin lisäksi muita kasvirasvoja ja kaakaota vähintään 25 prosenttia.**


Allergen declaration	Legislation
<i>See ingredient list</i>	
Legal warnings	Legislation
<i>See ingredient list</i>	
Nutritional values	Legislation

Näringsinnehåll/Ravintosisältö	Per 100g
Energi/Energia	2084 kJ / 496 kcal
Fett/Rasva	24g
varav mättat fett/josta tyydyttyynyttä	17g
Kolhydrat/Hiilihydraatit	62g
varav sockerarter/josta sokereita	43g
Protein/Proteiini	9,6g
Salt/Suola	0,43g

The nutrition table can also be written in running text; if there is lack of space.

Storage and use information	Marketing
Förvaras torrt och svalt/ Opbevares tørt og køligt/kjøligt/ Säilytettävä kuivassa ja viileässä	
Recycling information	Legislation
Sorteras som pappersförpackning/ Kartongen skal gjenvinnes/ Lajitellaan paperipakkauksena (Recyclingtext optional – remove when lack of space)	
Shelf life text	Legislation
Bäst före/ Mindst holdbar til/ Best før/ Parasta ennen	

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Logo's	Marketing
 <p>BOP: + “By buying UTZ certified cocoa, Cloetta supports sustainable cocoa farming. www.utzcertified.org”</p>	
Producer information	Marketing
<p>Cloetta SE 205 42 Malmö, ☎ 020-65 10 25 Vallensbækvej 18D, DK 2605 Brøndby, ☎ 58 56 55 55 Postboks 263, NO 1323 Høvik, ☎ 67 81 81 00 PL 406, 20101 Turku, Finland www.cloetta.com www.kexchoklad.se</p>	