

Type of document:	Registration Form	LR 4350.01
Subject:	Briefing format towards Pre Media Agency	
Department:	Marketing / R&D	Page 1 of 2
Release date:	23-04-2008	Revno. 1
Reason last modification:	Accoladeno. added	

Approval of the content of this briefing

DEPARTMENT	NAME OF THE PERSON	DATE
Marketing:	Marie Vernersson	23 th of AUG 2012
Legislation:	Julie Hansen	13-02-2013
R&D-packaging:	Erik Smeels	

TABLE I: General Information*

ITEM	RESPONSIBLE	FILLING AREA	EXPLANATION
Date	Marketing	23.08.2012	Date of briefing.
Company name	Marketing	Cloetta Sweden	LEAF-organisation.
Project initiator	Marketing	Marie Vernersson	Responsible marketer.
Telephone	Marketing	+46 40 32 42 34	
Mobile number	Marketing	+46 704 39 42 34	
Category	Marketing	Enjoyment	Refreshment / Enjoyment / BD.
Design agency	Marketing		Full address and contact person.
Accolade project nr*	Marketing	2687	
Brand*	Marketing	Malaco	Concerned brand.
Product*	Marketing	Gott&blandat Original	Concerned product.
Content *	sa	160g e	Gram/ Kg/ Pieces.
Extension*	Marketing	Gott&blandat	
Promotion	Marketing	TVC	If applicable.
Package type	R&D-packaging	Pillow bag	Pillow bag / stand pouch / etc.
Design manual	Marketing	TBD	Which colours to use?
Type of proof needed	Marketing	Pdf	Decide with R&D and purchasing.
Date file delivery at printer	Marketing	TBD	
Packaging material	R&D-packaging		Description of material.
Printer name	R&D-packaging		
Technical drawing number	R&D-packaging		
Print technique	R&D-packaging		
Packaging site: name and location	R&D-packaging		LEAF-packaging site or co-packer.
Languages*	Marketing	SE/DK/NO FI TBD	NL / DK / SE / etc.
Countries for this product*	Marketing	SE & NO	D / CH / SL / etc.
Leaf resource code	Marketing	TBD	The packaging material code.
Barcode	Marketing	Existing EAN code: 7310350504305	The 13 or 8-digit EAN (EU). The 12-digit UPC code (Canada/USA)
Article number	Marketing	1000057	

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Briefing about the work to be executed	Marketing
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TABLE II: Text to be applied into the design**

Recipe nr & Product name	Legislation
4329274 G&B Original (LEVICE)	
Ingredients	Legislation
<p>SE KONFEKTYR Ingredienser: socker, glukossirap, stärkelse, glukos-fruktossirap, vetemjöl, modifierad stärkelse, ammoniumklorid (=salmiak), lakritsextrakt, melass, syra (citronsyra), fuktighetsbevarande medel (sorbitolsirap, glycerol), vegetabiliska oljor (kokos, palmkärna), aromer, salt, färgämnen (E153, E140, E120, E100), stabiliseringsmedel (E471), ytbehandlingsmedel (bivax). Blandningsförhållandet kan variera.</p>	
<p>DK/NO KONFEKTURE/GODTERI Ingredienser: sukker, glukosesirup, stivelse, glukose-fruktosesirup, hvede-/hvetemel, modifieret stivelse, ammoniumklorid (=salmiak), lakridsekstrakt, melasse, syre (citronsyre), fugtighedsbevarende midler (sorbitolsirup, glycerol), vegetabiliske olier (kokos, palmejerne/-kjerne), aromaer, salt, farve-/fargestoffer (E153, E140, E120, E100), stabilisator (E471), overfladebehandlingsmiddel (bivoks). Voksenlakrids – ikke børnelakrids. Blandingsforholdet kan variere.</p>	
<p>FI MAKEISSEKOITUS Ainekset: sokeria, glukoosisiirappia, tärkkelystä, glukoosi-fruktoosisiirappia, vehnäjauhoa, muunnettua tärkkelystä, ammoniumkloridia (=salmiakkia), lakritsiuutetta, melassia, happoa (sitruunahappoa), kosteudensäilyttäjiä (sorbitolisiirappia, glyserolia), kasviöljyjä (kookos, palmuydin), aromeja, suolaa, värejä (E153, E140, E120, E100), stabilointiainetta (E471), pintakäsittelyainetta (mehiläisvahaa). Makeisten sekoitussuhde voi vaihdella.</p>	
Allergen declaration	Legislation
<i>See ingredient list</i>	
Legal warnings	Legislation
<i>See ingredient list</i>	

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Nutritional values	Legislation																
<table border="1"> <thead> <tr> <th>Näringsinnehåll/ Ravintosisältö</th> <th>Per 100g</th> </tr> </thead> <tbody> <tr> <td>Energi/Energia</td> <td>1473 kJ / 346 kcal</td> </tr> <tr> <td>Fett/Rasva</td> <td><0,5g</td> </tr> <tr> <td>varav mättat fett/josta tyydyttynttä</td> <td>0,2g</td> </tr> <tr> <td>Kolhydrat/ Hiilihydraatit</td> <td>85g</td> </tr> <tr> <td>varav sockerarter/ josta sokereita</td> <td>59g</td> </tr> <tr> <td>Protein/Proteiini</td> <td>0g</td> </tr> <tr> <td>Salt/Suola</td> <td>0,15g</td> </tr> </tbody> </table> <p><i>The nutrition table can also be written in running text; if there is lack of space.</i></p>	Näringsinnehåll/ Ravintosisältö	Per 100g	Energi/Energia	1473 kJ / 346 kcal	Fett/Rasva	<0,5g	varav mättat fett/josta tyydyttynttä	0,2g	Kolhydrat/ Hiilihydraatit	85g	varav sockerarter/ josta sokereita	59g	Protein/Proteiini	0g	Salt/Suola	0,15g	
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Storage and use information	Marketing																
<i>See ingredient list</i>																	
Recycling information																	
Sorteras som plastförpackning/ Plastemballasjen skal gjenvinnes/ Lajitellaan muovipakkauksena																	
Shelf life text	Legislation																
Bäst före/ Mindst holdbar til/ Best før/ Parasta ennen																	
Claims	Marketing																
Story Telling (or other additional text)	Marketing																
Producer information	Marketing																
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																	
Font sizes																	
ALL mandatory information (product description, ingredient text, warnings, storage info, best before, nutrition table, addresses) shall be printed in a x-height equal or .. bigger than 1.2 mm, font size ca. 2.9 mm bigger than 0.9 mm, font size ca. 2.2 mm, when the largest surface of a packaging is less than 80 cm ²																	
Net weight (printing size (high) at least):																	
>1000g = 6 mm																	

Central Quality System LEAF International		
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max 1000g = 4 mm max 200g = 3 mm max 50g = 2 mm
e- sign (printing size (high) at least): 3mm

****** If yes, please fill in exact information in the space below.