

## CASE STUDY INFORMATION

### Communicating Effective Solutions to Common Food Label Issues

Thank you participating in our case study program. Our objective is to better understand the value Food Consulting Company creates for our clients so we can continually improve our services. Once the case study is complete, we invite you to share it to support your internal or external initiatives as well.

**Process** – Our process to collect your feedback is simple.

1. Please review the basic questions below.
2. You are welcome to jot down your answers and send them to us at [clientservice@foodlabels.com](mailto:clientservice@foodlabels.com) or we can schedule a call with our marketing specialist who will talk you through the process and capture the answers for you.
3. We will draft a case study for your review.
4. Once you have approved the case study and we have your logo (high resolution JPEG), we will provide the link for your use. We may choose to include the case study in an issue of Food Label News or on our website: [www.foodlabels.com](http://www.foodlabels.com).
5. Please know that Food Consulting Company is happy to speak to the media on your behalf, if necessary, for your external communications.

#### Strategic/Business Impact

1. What kind of company are you?
  - a. Start-up
  - b. Fortune 500
  - c. Manufacturer or Distributor
  - d. Retailer
  - e. Ingredient Supplier
  - f. Importer or Broker
  - g. Restaurateur
  - h. Other (describe)
2. Describe why you contacted Food Consulting Company for this specific project?
  - a. New vs. line extension
  - b. Number of products
  - c. Special needs or challenges
  - d. Timing
  - e. International issues
3. How did Food Consulting Company help?
  - a. Services delivered
  - b. Management process
  - c. Level of involvement with you/your team
4. How would you describe the impact Food Consulting Company had on your project? What were the business results?
  - a. Increased sales
  - b. Adoption by retailers or consumers
  - c. Award or special recognition
  - d. Time to approval
5. What feedback have you received from your internal staff about this project? Feedback from others in the supply chain (for example vendors, distributors, retailers)?

Please provide a quote about working with the Food Consulting Company team.