

NEW FDA RULES

Effective July 2016, new rules for nutrition will disrupt 25 years of packaging strategy for food products, with vital changes to:

- Servings & Claims
- Format & Graphics
- What is Emphasized
- Nutrients Tracked

PROTECT YOUR BRAND

Understand the impact of these far-reaching new rules on your brand & packaging. Decide to:

- Re-label
- Re-package
- Reformulate or
- Remove from shelves

GET A TURNKEY SOLUTION

- Custom Impact Analysis
- Focused Training
- Cross-Functional Team
- Project Plan & Timeline
- Executive Reporting

For more information please subscribe to our [Nutrition 2016 newsletter](#) or visit us on the

Nutrition 2016 JumpStart ~ ENTERPRISE STRATEGY



The FDA update to the Nutrition Facts label and Serving Sizes mark the most dramatic nutrition policy changes in decades. With brand image, label design, label format and record keeping requirements to consider, you must decide whether to simply re-label products or to re-package, reformulate or remove them from shelves.

Proactive planning will be key to a successful transition. Prime Label Consultants' **Nutrition 2016 JumpStart** is designed to rapidly assess the impact on your brand and develop an efficient & effective transition strategy.

Led by management, labeling and food science experts, the core of this cost-effective program is a concentrated onsite training and cross-functional planning session, with pre-visit research & analyses of your product categories and post-visit follow ups. The outcome is knowledge with a transition plan.

Educate. Plan. Execute.

- Pre-visit interviews, surveys & analysis of product line vulnerabilities and benchmark case studies.
- Onsite customized education to broad audience of stakeholders.
- Onsite facilitation of cross-functional SWAT team to analyze priorities, vulnerabilities, tradeoffs, rule optimization & competitive considerations.
- Onsite rapid development scrum session to construct project plan deliverables, teams & timelines.
- Post-visit follow ups with executive status reports.

NEW NFP SERVICES

- [Nutrition 2016 JumpStart](#)
- [New NFP Estimator Tool](#)
- [Product Identity Impact Report](#)
- [Product Line Impact Audit](#)
- [Turnkey NFP Conversion](#)
- [Nutrition 2016 Transition Seminar](#)



536 7th St. SE
Washington, DC 20003
Phone 202.546.3333
Fax 202.543.4337