



New Product Development Brief

Thank you for your interest in collaborating with us on this exciting product development journey. We value your insights and are eager to tailor our offerings to meet your needs. As you fill out this form, please note that while not every question is mandatory, the more information you provide, the better we can align our product with your expectations. Your detailed responses will significantly aid us in swiftly matching our product to your requirements. Let's create something unique together!

Project name or reference number.:

1. Contact Information

Full Name:

Company/Organization Name:

Phone Number:

Email Address:

Country:

2. Please indicate the nature of your business or interest concerning this inquiry:

Wholesaler

Distributor

Retail Chain/Retailer

B2C Reseller (e.g., Fuel Stations)

Exclusive Supplier

Intermediary/Broker

Other (Please specify):

3. For which distribution channels is this product intended?

Convenience Stores (C-stores)

Petrol Stations

Retail

Airlines

Other (Please specify):

Concept Information:

4. Brief:

If you have any relevant photos or additional materials to support your product development brief, please provide a link here:

5. Product Development Basis. Are you seeking an alternative to an existing product, modification of a current product, or creating a new product from scratch?

Seeking an alternative to an existing product (Please provide details or specifications via email)

Creating a new product from scratch

Other (Please specify):



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6. Please select the product category you are interested in developing:
- Pizza
 - Pizza Baguette
 - Pizza Slice
 - Sandwiches
 - Wraps
 - Other (Please specify):
7. Please indicate the specific markets you are targeting. This will help tailor flavors and product characteristics to local preferences. (Please specify):
8. Description of Your Product. What is your vision for the new product? (e.g., sandwiches, pizzas, tortillas, etc.)
- Classic flavors
 - Innovative/exotic flavors
 - Health-oriented (e.g., high protein, low fat)
 - Kid-friendly
 - Other (Please specify):
9. Do you have a preferred recipe or style for the product?
- Mediterranean Inspired
 - Asian Fusion
 - American Classics
 - Latin American Flavors
 - European Gourmet
 - Other (Please specify):
10. Flavors and Sensory Characteristics of the Product. Please describe the desired flavors and sensory attributes for the product:
- Spicy
 - Sweet
 - Savory
 - Sour
 - Herbal/Earthy
 - Rich and Creamy
 - Light and Fresh
 - Other (Please specify):
11. Ingredients. Are there any specific ingredients you wish to include or exclude?
- No specific requirements
 - Vegetarian/Vegan
 - Gluten-free
 - Other (Please specify):
12. Allergens. Are there any allergens that must be avoided?
- Nuts
 - Dairy
 - There are no particular allergen restrictions
 - Other (Please specify):



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13. What is the preferred method of heating or preparing the product?

- Contact Grill
- Roller Grill
- Convection Oven
- Convection-Microwave Oven (High-Speed Oven)
- Air Fryer
- Home Preparation
- Other (Please specify):

Packing:

14. Packaging Requirements. What are your preferences for packaging?

- Sustainable materials
- Cost-effective solutions
- Premium Packaging
- Standard industry packaging
- Microwave-friendly packaging
- Convection Oven-compatible packaging
- Catering-focused packaging
- Other (Please specify):

15. Branding and Packaging Responsibility for Private Label Products. In the case of private label products, who will be responsible for the design and creation of the packaging?

- Fantasy Food
- Designed internally
- Other (Please specify):

Timeline Details

16. When would you ideally like to start discussing the new product development?

- Immediately
- Within the next month
- In 1-3 months
- Other (Please specify):

17. Development Deadline Date. When do you need the final product ready for launch?

- As Soon As Possible
- Within three months
- 3-6 months
- No specific deadline
- Other (Please specify):

18. Launch Date. When are you planning to launch the new sandwich product?

- As soon as possible
- Within the next six months
- Within the next year
- Specific date/season (Please specify):



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Commercials:

19. Do you have any particular commercial requirements?
- Price point targets:
 - Promotional strategies (e.g., co-branding):
 - Exclusivity agreements (Please specify):
 - Other (Please specify):
20. Contract Volume and Duration Details. Please provide specific details regarding the anticipated contract for each product.
- Annual Volume per Product (Estimated, Range):
 - Contract Duration (Estimated, Range):
 - Average Monthly Demand (Estimated, Range):
21. Please specify your preferred Incoterms for the delivery of the products:
- EXW (Ex Works)
 - DAP (Delivered at Place)
 - DDP (Delivered Duty Paid)
 - Other (Please specify):
22. Please provide the necessary details for delivering product samples:
- o Company Name:
 - o Registered Address:
 - o VAT Number:
 - o Delivery Address:
 - o Contact Person's Full Name:
 - o Phone Number:
 - o Email Address:

Thank You for Completing Our New Product Development Brief

We greatly appreciate the time and effort you have put into providing us with these valuable insights. Your collaboration is crucial to the success of this project. Please send the completed form back to us at info@fantasyfood.org. We look forward to working closely with you to develop and deliver a product that exceeds your expectations.

Thank you for choosing Fantasy Food!