

All Things Dairy - Artwork Brief

1. Project Overview

Product	All Things Cottage Cheese
SKU Name	Low Fat Cottage Cheese
Brief Prepared By	Ellen Wright
Marketing Owner	
Date	19/12/25
Version	1
Final Artwork Sign-off	09/01/25
Purpose of Artwork	NPD

2. Product Information (Technical)

Pack Size	240g or 450g
Ingredients (ALLERGENS IN BOLD CAPS)	Skimmed MILK , Cream (MILK), Lactic Cultures, Pink Himalayan Salt
Storage Instructions	Keep refrigerated between 0-5°C. Once opened, use within 3 days.
Direction to UB Date	See Bottom
Manufacturer	Made by Yester Farm Dairies Ltd.
Number of Uses	

Nutritionals:

	Per 100g	Per portion
Energy	335 kJ, 80 kcal	
Fat	2.0	
Of which saturates	1.5	
Carbohydrate	3.6	

Of which sugars	3.6	
Protein	11.0	
Salt	0.7	

Pack Claims:

Claim	Evidence
Made with 100% British milk & cream	Product specification
Suitable for vegetarians	Product specification
Low Fat 2% Fat	<3% fat
High in Protein	Protein is >20% total energy
26g protein per pot (240g) 50g protein per pot (450g)	Product specification
Only 4 ingredients	Product specification

3. Product Information (Marketing)

Product Description & Applications:	
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4. Product Information (Operations)

Unit Barcode:	240g: 5061051740203 450g: 5061051740210
Barcode Files (SVG/PNG):	
Site Code:	UK EB031

5. Packaging

Packaging Type	Tamper evident pot (same as current 240g CC pots)
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Recyclability Logo	
Dimensions	Height: 64mm Width: 95mm Depth: 95mm
Print Method	IML
Print Colour	CMYK