

Manufacturer's Brief: Private Label High-Fibre, High-Protein Oat Crisps – Private Label

Product Overview

The goal is to produce private-label oat crisps that cater to the health-conscious consumer. These crisps will serve as a nutritious flavoursome snack option, boasting high fibre and high protein content, appealing to fitness enthusiasts, busy professionals, and families seeking convenient, healthy snack alternatives.

Product Specifications

1. Core Ingredients:

Primary Base: Whole grain oats.

Protein Source: Options include pea protein, soy protein, or other plant-based protein isolates.

Fibre Source: Incorporate ingredients such as natural oat bran.

Optional Additives: Natural flavours, seeds (e.g., flaxseeds, chia seeds), and nuts for added nutritional value and appeal.

2. Nutritional Profile:

Fibre Content: At least 6-10g per serving (30-40g).

Protein Content: Minimum 10g per serving.

Calories: Between 120-180 calories per serving.

Fats: Low saturated fat (<1.5g).

Low Sugar: Max 3-5g sugar per serving, using natural sweeteners if necessary.

Free From: No artificial flavours, colours, preservatives, or trans fats.

Gluten-free (optional based on target market).

Dietary and Lifestyle Considerations:

- **Dietary Compliance:** Suitable for vegetarian diets; optional vegan formulation.
- **Free-From Options:** Gluten-free, nut-free, or allergen-friendly versions, depending on market demand.

2. Form Factor:

- Thin, crispy oat-based discs or chips.
- Uniform size for packaging and visual appeal.
- Available in individual serving packs (25-50g) and family-size bags (150-200g).

Product Variants

1. Flavour Profiles:

- Savoury: Sea Salt, Black Pepper, Cheddar, Sour Cream & Chive, Pizza
- Sweet: Cinnamon, Sweet and Salty.
- Spiced: Sriracha, Barbecue, Chili Lime, Paprika

Capability to incorporate flavour customisations.

2. Functional Add-ons (optional):

- Fortified with vitamins or minerals (e.g., iron, magnesium).
- Inclusion of superfoods like chia seeds or flaxseeds for additional health benefits.

Packaging Requirements

- **Design:** Modern, clean aesthetic
- **Material:** Sustainable, eco-friendly packaging options.
- **Size Options:**
 - Single-serve packs (25g-50g).
 - Family-size sharing packs (100g-150g).
- **Labelling:**
 - Nutritional information, allergen warnings, and clear claims (e.g., "High Fibre," "High Protein").
 - Space for private label branding and logo.

Regulatory & Compliance Requirements

1. Certifications:

- Non-GMO
- Gluten-Free (if required)
- Vegan (if applicable)
- Organic (if required)

2. Labelling:

- Compliance with local regulations for ingredient lists, nutritional information, and allergen declarations.

Manufacturing Guidelines

1. Production Standards:

- Compliance with international food safety standards (e.g., HACCP, ISO 22000, FDA, BRC).
- Certification for allergen handling and cross-contamination prevention.

2. **Batch Size and Scalability:**

- Initial small-scale batch production for testing and sampling.
- Capability for scaling up production to meet high-volume demand.

3. **Shelf Life:**

- Minimum shelf life of 9-12 months under ambient storage conditions.

Budget & Pricing

- Provide a per-unit cost breakdown based on:
 - Bulk order sizes (e.g., 5,000 units, 10,000 units).
 - Packaging customization.
- Breakdown of costs: Raw materials, production, packaging, and delivery.
- Competitive pricing that aligns with premium health snack markets.

Delivery & Logistics

- **Lead Times:** Clear timeline for development, production, and delivery.
- **Geographic Distribution:** Ability to ship domestically and internationally if required.

Market Insights

Target Market:

Health-conscious consumers seeking nutritious snacks, including:

- Active individuals and fitness enthusiasts.
- Parents looking for healthy snack options for children.
- Families seeking convenient, healthy snack alternatives.
- **Distribution Channels:** Supermarket Multiples, Convenience, Foodservice, Out of Home and Export

Partnership Goals

1. Deliver a high-quality, competitively priced product to establish a strong market presence.
2. Ensure adaptability for custom branding, flavour preferences, and dietary requirements.

Next Steps

Interested manufacturers should submit:

1. Product samples or prototypes based on the specifications.

2. Detailed proposal, including pricing, MOQs (Minimum Order Quantities), and lead times.
3. Information on certifications, production facilities
4. Provide cost estimates for:
 - Ingredient sourcing and production.
 - Packaging design and materials.
 - Shipping and logistics.

We look forward to collaborating to bring this innovative product to market.