

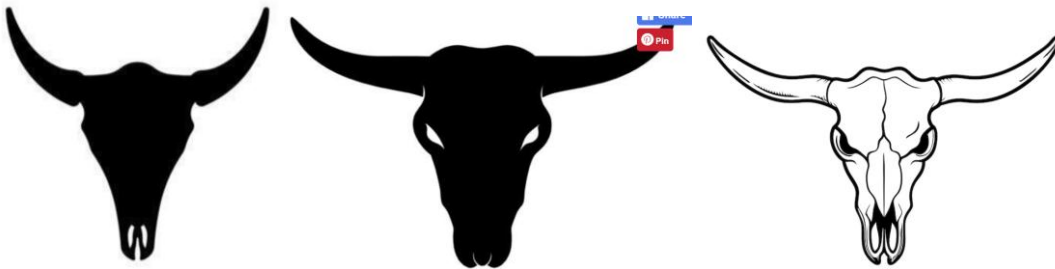
# Beef Jerky Packaging Design Notes

3 Colours to Suit Flavours

Original – Blue, Chilli – Red, Smokey – Brown

## FRONT (must have)

1. Logo
2. Flavour
3. Clear Window space (like images below) in the design of a Skull. Image below as reference/ guide



4. 80g
5. Website Address: [www.kimberleyringer.com.au](http://www.kimberleyringer.com.au)

## BACK (must contain the following)

- Ingredients Lists (APPENDIX A)
- Barcodes (APPENDIX B)
- Nutritional Information's (APPENDIX C)
- Made In Australia - (as per below text)



➤ STORAGE (as per below text):

Store in a Cool, Dry Place. Once opened, consume within 3 days. Keep sealed at all times to prevent moisture absorption. This pouch contains an oxygen absorber to enhance the freshness of the jerky. The absorption satchel is not for consumption.

➤ ALLERGEN ADVICE (as per below text):

Not Suitable For People With **WHEAT, GLUTEN, SOYA BEAN, MILK & EGG ALLERGY**

➤ Made By (as per below text):



Unit 2, 3 Farrell St, Broome, WA, 6725

➤ Best Before section that we can apply a date stamp

APPENDIX A

ORIGINAL - Blue


Beef (94%), Seasoning (Flavouring, Spices, Salt, Sucrose, Preservative [Potassium Sorbate][E202]), **Soy Sauce** (Water, **Soybeans, Wheat**, Salt), Vinegar (Vinegar, Water, Acidity Regulator [260], Colour [160d])

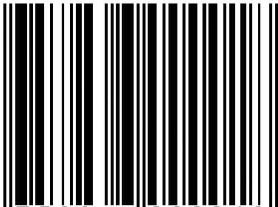

CHILLI - Red

Beef (94%), Seasoning (Flavouring, Spices, Salt, Sucrose, Preservative [Potassium Sorbate][E202]), Chilli, **Soy Sauce** (Water, **Soybeans, Wheat**, Salt), Vinegar (Vinegar, Water, Acidity Regulator [260], Colour [160d])

SMOKEY - Brown

Beef (94%), Seasoning (Flavouring, Spices, Salt, Sucrose, Preservative [Potassium Sorbate][E202]), **Soy Sauce** (Water, **Soybeans, Wheat**, Salt), Vinegar (Vinegar, Water, Acidity Regulator [260], Colour [160d]), Natural Hickory Flavour

APPENDIX B	APPENDIX C																							
<p><i>ORIGINAL – Blue</i></p>  <p>9 358866 000001</p>	<p><b>Serving per pack:</b> 1</p> <p><b>Serving size:</b> 80g</p> <table><thead><tr><th><i>Quantity:</i></th><th><i>Per Serve</i></th><th><i>100g</i></th></tr></thead><tbody><tr><td>Energy/kilojoules</td><td>1132</td><td>1415</td></tr><tr><td>Protein (g)</td><td>42.6</td><td>53.2</td></tr><tr><td>Fat (Total) (g)</td><td>8.4</td><td>10.5</td></tr><tr><td>Carbohydrates (g)</td><td>5.8</td><td>7.2</td></tr><tr><td>Sugars (g)</td><td>11.7</td><td>14.6</td></tr><tr><td>Sodium/salt (mg)</td><td>2640</td><td>3300</td></tr></tbody></table>	<i>Quantity:</i>	<i>Per Serve</i>	<i>100g</i>	Energy/kilojoules	1132	1415	Protein (g)	42.6	53.2	Fat (Total) (g)	8.4	10.5	Carbohydrates (g)	5.8	7.2	Sugars (g)	11.7	14.6	Sodium/salt (mg)	2640	3300		
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<div>CHILLI – Red</div> <div></div> <div>9 358866 000018</div>	<div><div>Serving per pack:1</div><div>Serving size:80g</div><table><tr><td>Quantity:</td><td>Per Serve</td><td>100g</td></tr><tr><td>Energy/kilojoules</td><td>1132</td><td>1415</td></tr><tr><td>Protein (g)</td><td>42.6</td><td>53.2</td></tr><tr><td>Fat (Total) (g)</td><td>8.4</td><td>10.5</td></tr><tr><td>Carbohydrates (g)</td><td>5.8</td><td>7.2</td></tr><tr><td>Sugars (g)</td><td>11.7</td><td>14.6</td></tr><tr><td>Sodium/salt (mg)</td><td>2640</td><td>3300</td></tr></table></div>	Quantity:	Per Serve	100g	Energy/kilojoules	1132	1415	Protein (g)	42.6	53.2	Fat (Total) (g)	8.4	10.5	Carbohydrates (g)	5.8	7.2	Sugars (g)	11.7	14.6	Sodium/salt (mg)	2640	3300
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