



WINE COUNTRY KITCHENS  
*Napa Valley*

CONTRACT  
PACKAGING  
PROGRAM  
2010

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# Wine Country Kitchens

Fine Foods of the Napa Valley

WINE COUNTRY KITCHENS, FOUNDED IN 1995, IS A SPECIALTY FOOD MANUFACTURER AND CO-PACKER LOCATED IN NAPA VALLEY, CALIFORNIA. FOR OVER 14 YEARS WE HAVE CREATED A COLLECTION OF EXCEPTIONAL PRODUCTS THAT DEFY COMPARISON AND BEGIN WITH THE FINEST INGREDIENTS FROM AROUND THE WORLD.

WE EMPLOY THE HIGHEST STANDARDS IN QUALITY, PRODUCTION EFFICIENCIES AND GOOD MANUFACTURING PRACTICES. OUR FACILITY IS FULLY LICENSED, INSURED AND CERTIFIED BY THIRD PARTY SILIKER LABORATORIES. THESE TECHNICAL ATTRIBUTES COMBINED WITH EXPERIENCE AND DEDICATION AFFORDS US THE TITLE OF "SPECIALTY FOOD MANUFACTURER".

## **WHAT IS CO-PACKING?**

CONTRACT PACKAGING, BETTER KNOWN AS "CO-PACKING" IS WHEN A PERSON OR COMPANY (THE CLIENT) DESIRES TO HAVE THEIR RECIPE MADE BY A FOOD MANUFACTURER.

WINE COUNTRY KITCHENS HAS EXTENSIVE EXPERIENCE WITH PRODUCING OILS, VINEGARS, PASTA SAUCES, COCKTAIL SAUCES, BBQ SAUCES, MARINADES, DRESSINGS, CONDIMENTS, SALSAS, TAPENADES AND MANY OTHER RECIPES. WE ALSO HAVE OVER 65 PRODUCTS IN OUR OWN BRAND/LABEL THAT ARE AVAILABLE FOR OUR PRIVATE LABEL PROGRAM.

## **WHAT IS PRIVATE LABEL?**

THE TERM PRIVATE LABEL NORMALLY REFERS TO WHEN A FOOD MANUFACTURER TAKES A PRODUCT THEY ALREADY MAKE UNDER THE MANUFACTURERS OWN LABEL AND PRODUCE IT FOR ANOTHER COMPANY (THE CLIENT), USING THE CLIENT'S OWN BRAND LABEL ON THE PRODUCT. IT IS ALWAYS THE MANUFACTURERS EXACT RECIPE AND PACKAGE. OFTEN TIMES A CLIENT WANTS THE MANUFACTURERS PRODUCT, BUT WITH SOME SMALL CHANGES TO THE RECIPE OR PACKAGE. THIS NOW BECOMES CO-PACKING AS THE DYNAMICS OF PRODUCTION AND PACKAGING HAVE CHANGED.

## **MINIMUM AND PROJECT REQUIREMENTS**

CO-PACKING CUSTOMERS NEED A BPR (BATCH PROCESS RECIPE) READY FOR REVIEW IN ORDER TO DISCUSS THE DETAILS OF COSTING/ETC. MANY TIMES THE CUSTOMER NEEDS TO WORK WITH A FOOD SCIENTIST/LAB TO HAVE THIS CREATED AND TO CONFIRM THE REQUIRED STEPS FOR PRODUCING A SHELF STABLE RECIPE.

BETA RUNS OF 25-50 CASES ENSURE THAT WE HAVE "NAILED" THE RECIPE AND THE CUSTOMER IS HAPPY WITH THE OUTCOME. FULL PRODUCTION RUNS ARE THEN SCHEDULED. THE CUSTOMER HAS TO COMMIT TO BOTH THE BETA RUN AND THE FULL PRODUCTION RUN.

**MINIMUM CO-PACKING PRODUCTION RUNS ARE 500 CASES PER SKU (6000 UNITS FOR 12 PACK CASES).**

**STRAIGHT FILL PROJECTS** WHERE THE CUSTOMER PROVIDES ALL MATERIALS CAN VARY SOMEWHAT IN THE MINIMUMS AND ARE DETERMINED PER PROJECT AND DEPENDS ON THE COMPLEXITY OF THE RECIPE, ETC. TYPICALLY BETA RUNS ARE NOT REQUIRED UNLESS WE ARE HOT FILLING THE RECIPE. CUSTOMERS REQUESTING STANDARD OIL AND VINEGAR FILLS GENERALLY PROVIDE ALL MATERIALS BUT WE CAN CERTAINLY ASSIST IN SOURCING MATERIALS AND THE PRICE IS DEPENDANT ON OUR LEVEL OF INVOLVEMENT IN THAT PROCESS.

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## **TERMS OF PAYMENT**

OUR TERMS FOR ALL CO-PACKAGING PROJECTS IS 50% UP FRONT FOR SOURCING MATERIALS AND 50% UPON COMPLETION OF THE PROJECT BEFORE THE PRODUCT IS PICKED UP OR SHIPPED FROM OUR WAREHOUSE.

TERMS FOR STRAIGHT FILL ARE GENERALLY 50% BEFORE MATERIALS ARRIVE ON SITE AND 50% UPON COMPLETION. THIS CAN VARY DEPENDING ON THE PROJECT.

## **WHAT TO LOOK FOR IN A MANUFACTURER**

### THE PEOPLE

- REPUTATION IS #1. ACTIONS SPEAK LOUDER THAN PROMISES. MAKE SURE YOU GET A LIST OF CURRENT AND PAST REFERENCES.
- ARE THE OWNERS "HANDS-ON"?

### THEIR OPERATING STANDARDS

- INSIST ON VISITING THE WHOLE FACILITY.
- DO THEY HAVE A "HACCP" PROGRAM IN WRITING (HAZARD ANALYSIS CRITICAL CONTROL POINT)
  - DO THEY HAVE A PROCESS FLOW CHART?
  - DO THEY HAVE A SANITATION PROCEDURE AND SCHEDULE?
  - DO THEY HAVE A BATCH PRODUCTION PROCEDURE?
  - WHAT ARE THEIR BATCH CODING PROCEDURES & CAPABILITIES?
  - WHAT QUALITY ASSURANCE CHECKS DO THEY PERFORM WITH EACH BATCH PRODUCTION?
- IS THEIR FACILITY TRULY SETUP FOR "COMPLETE" SANITATION IMPLEMENTATION?
- DO THEY HAVE ADEQUATE HOT WATER AND FLOOR "TRACK" DRAINS FOR PROPER WASH DOWN OR ARE THEY RELEGATED TO WET MOPPING?

## **STEPS TO TAKE PRIOR TO CONTRACT PACKAGING**

1. DEVELOP A BUSINESS PLAN
2. DEVELOP THE BRAND IDENTITY
3. CREATE THE COMMERCIAL "BATCH PROCESS RECIPE"
4. SELECT 2-3 PACKAGE OPTIONS
5. SELECT YOUR COPACKER
6. FINALIZE YOUR PACKAGE
  - a. CONTAINER, CLOSURE, TAMPER EVIDENCE
  - b. PRODUCT LABEL
  - c. ADDITIONAL DECORATION
7. FINALIZE YOUR "BPR" BATCH PRODUCTION RECORD.
8. PRODUCTION OF YOUR RECIPE

## **WHY USE WINE COUNTRY KITCHENS**

WHEN YOU CHOSE A REPUTABLE MANUFACTURER, PLEASE CONSIDER THE ELEMENTS THAT SET WINE COUNTRY KITCHENS APART. WE BELIEVE OUR CUSTOMERS SATISFACTION IS OF THE UTMOST IMPORTANCE. WE ARE A "HANDS-ON" OWNER-OPERATED COMPANY. FROM RECIPE DEVELOPMENT AND PRODUCTION TO SALES AND ADMINISTRATION; YOU WILL BE WORKING WITH A TEAM THAT IS DEDICATED TO YOUR SATISFACTION AND PRODUCING PRODUCTS OF THE HIGHEST QUALITY.

**THANK YOU FOR TAKING THE TIME TO REVIEW THIS INFORMATION.  
PLEASE LET US KNOW HOW WE CAN BE OF SERVICE.**