

COURT HOUSE GROCERIES

PROFESSIONAL PRODUCT SAMPLE & PRESENTATION INTAKE

I. VISUAL IDENTITY & PACKAGING ARCHITECTURE

What it is: A comprehensive assessment of your product's "Shelf Readiness." This documents look, feel, and branding strength.

Why it's needed/Benefit: The store manager must evaluate how your packaging competes with established brands. A high-quality visual presentation ensures consumer trust and drives initial trial sales in the court-authorized retail space.

[ATTACH PRODUCT RENDER OR FRONT-OF-PACK DOCUMENTATION OF PRIMARY BRANDING, LOGOS, AND PHOTO HERE] COLOR PALETTE.

PRODUCT COMMERCIAL NAME

BRAND VALUE PROPOSITION

PRIMARY PACKAGING MATERIAL

TAMPER EVIDENT FEATURES

II. SHELF-READY COMPLIANCE

Explanation: Details the retail-ready features of the unit, including hang-tabs, display-ready cases (DRC), and barcode visibility.

Benefit: Minimizes labor costs for store staff and ensures the product can be stocked immediately upon delivery without secondary preparation.

MERCHANDISING REQUIREMENTS (E.G., PEG-BOARD, REFRIGERATED END-CAP, SHELF-STABLE)

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SENSORY EVALUATION & SAMPLE SPECIFICATIONS

III. FLAVOR PROFILE & TEXTURE ANALYSIS

What it is: A formal "Taste Test" scorecard. This documents the sensory experience of the product as experienced by our procurement panel.

Why it's needed/Benefit: To ensure the product meets the "High-Quality" standard required for court use. Superior flavor profiles lead to repeat customers and long-term SKU viability.

PRIMARY FLAVOR NOTES

AROMA PROFILE

TEXTURE/MOUTHFEEL

AFTERTASTE/FINISH

IV. SAMPLE PREPARATION & SERVING INSTRUCTIONS

Explanation: Detailed instructions for the store manager on how to prepare the sample for the taste test (e.g., Serve chilled, Heat to 165°F).

Benefit: Ensures the product is judged at its absolute peak quality, preventing poor evaluations due to improper handling.

STEP-BY-STEP SAMPLE PREPARATION INSTRUCTIONS

V. SERVING SIZE & NUTRITION CALLOUTS

Explanation: Highlights the key nutritional benefits being presented (High Protein, Low Sodium).

Benefit: Provides marketing "hooks" for the store manager to use in local shelf-talkers and advertising.

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MARKET POSITIONING & SLOTTING STRATEGY

VI. COMPETITIVE COMPARISON MATRIX

What it is: A breakdown of how this product compares to the "Category Leader."

Why it's needed/Benefit: Helps the store manager justify replacing slow-moving inventory with your product based on superior value, price, or quality.

Feature	Your Product	Leading Competitor
Wholesale Cost		
Main Ingredient		
Packaging Appeal		
Shelf Life		

VII. INTENDED DEMOGRAPHIC & USE CASE

Explanation: Defines exactly who the customer is and when they use the product.

Benefit: Assists in pinpointing the exact store section (e.g., Health & Wellness vs. Snack Aisle) to maximize turnover rates.

VIII. SEASONALITY & LAUNCH WINDOW

PEAK DEMAND SEASON

PROPOSED LAUNCH DATE

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SAMPLE CHAIN OF CUSTODY & FINAL APPROVAL

IX. PRODUCT SAMPLE LOGISTIC TRACKING

Explanation: Tracks the actual physical sample unit provided for evaluation.

Benefit: Ensures accountability and prevents "lost" samples, maintaining a clear paper trail for legal audit purposes.

DATE SAMPLE PRODUCED/PACKED

BATCH/LOT NUMBER

X. OFFICIAL EVALUATION SUMMARY (FOR COURT USE ONLY)

Explanation: The final scoring area where the store manager records the "Verdict" on the sample provided.

Benefit: Provides objective feedback to the vendor if changes are needed before full-scale distribution.

Metric	Score (1-10)	Comments
Packaging/Visuals		
Flavor/Texture		
Commercial Viability		

XI. ATTESTATION AND VENDOR SIGNATURE

The vendor certifies that any physical sample provided for taste testing or shelf-readiness evaluation is identical in formulation, packaging, and quality to the product that will be fulfilled in bulk orders. We acknowledge that any failure of the commercial product to meet the standards set by the signed-off sample constitutes a breach of contract.

Vendor Representative Signature
Printed Name & Title

Date Sample Submitted
Court Log Entry #

Final Verdict: APPROVED REVISION NEEDED REJECTED
Head Merchandiser / Store Manager Approval and Seal