Formulation brief

One page to get the right conversation started.
Unknown is an answer. Mark assumptions and rank what matters most.

Brand / contact

Name, email and best point of contact

Product / customer

Format, flavor, intended user and use occasion

Benchmark / existing recipe

Product to beat; recipe, process or supplier documents available

Targets / non-negotiables

Nutrition goals, required or excluded ingredients; rank taste, cost and label

Cost / pack / storage

Cost per unit: ingredient or finished goods? Pack size, format, storage target

Volume / manufacturing

First run, expected annual volume, co-packer status or supply needs

Timeline / open questions

Desired sample and launch dates; decisions still to make

Planning worksheet only. Not a quote, production specification or safety approval.
Request an NDA before sharing confidential material.

Start a formulation brief: wonka.addjoi.com

Read the guide: labs.addjoi.com/guide/