



## Technical information for approval of promotions format

Global Quality and Food Safety Department

FGB-QS-05

### I. Information issued by the marketing area to the promotion supplier.

In this section, the marketing area will provide information regarding the brands, product categories, and target market that the promotional article will cover.

Indicate product category with an "X".

Product category:

Convenience food	
Bars	
Snacks	
Confectionery	
Fried foods	
Cookies	
Loaf bread	
Sweet baked goods	
Pastries	
Tortillas	
Tostadas	
Other	

Brand(s) where the promotion will be applied:

Specify age group that the promotional article will target:

Project start date:

Date of possible launch:

### II. Information issued by the promotion supplier.

In this section, the promotion supplier will furnish details about the promotion and it shall be responsible for ensuring that the registered information has not been altered. The promotion supplier shall also comply at all times with the agreed upon promotion specifications and the relevant **laws** of the country in which the products will be sold.

Any change that the manufacturer makes to the promotional article must be communicated in a timely manner to the Research & Development Area and/or New Products Area of the organization, otherwise the PROMOTION SUPPLIER shall assume the costs and expenses incurred by the organization as a result of any resulting non-compliance event.

Note: Promotional items consisting of packets of food must comply with the food labeling laws of the country in question.

#### 1. General information about the promotion

Application date:	
Name of promotional item:	
Supplier that will furnish the promotional items:	
The promotional item was requested by:	
Applicable specification (example: sticker, sachet, injected, etc.).	

#### 2. Description of the promotional item

Describe the type of material(s) used to manufacture the promotional item.	
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Is the promotional item made out of only new materials or does it contain some reprocessed materials?				
If the promotional item is made out of a combination of reprocessed and new materials, indicate the percentage of each.				
Describe the type of inks and pigments that the promotional item contains.				
Indicate the name of the manufacturer.				
If the promotional models that will be applied are of different dimensions, please insert the number of lines to indicate the dimensions of each model. Label each model as Model 1, Model 2, etc., as appropriate.				
<b>Dimensions (in centimeters) and weight (in grams)</b>				
Model	Total length	Total width	Total height	Weight
1				
2				
... "n"				
In the case of sticker describe if the process is automated, add the coil orientation.		Insert image of the coiled figure		

**3. Description of the promotional item's functional barrier**

Describe the type of material used as a functional barrier between the promotional item and the food product.	
Thickness of the functional barrier between the promotional item and the food.	
Does the promotional product have any warning label? (yes/no)	
If yes, insert an image of the warning label.	
If the promotional product has no warning label, provide a <b>justification</b> for this.	

**4. Packaging**



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Describe the type of material used as a functional barrier between the promotional item and the food product.

**5. Provide a photo of the promotional item that was submitted as a prototype. Include its dimensions.**

**6. Promotional packaging**

In this section you will provide information regarding how the promotional items will be delivered to the facility that will be designated to receive them.

This information does not exempt the promotional item from the requirement that it be protected from contamination in storage and transportation in order to ensure the safety of the food with which it will come into contact and to meet following requirements: it shall have no metal staples, it shall not be mixed with chemical substances, it must not be exposed to pests during transportation, etc.

Handling (Box, bag, container, etc.)	
Parts per handling unit	
Recommended storage conditions	

All the information provided in this annex must be supported by the following documentation:

1. Technical information sheet of the material.
2. Letter of grantee for promotional items in direct contact with the product.
3. Safety sheet.
4. Warranty letter.
5. Certificates supporting any microbiological, physical-chemical, heavy metal, solvent analysis performed, and any other appropriate analysis based on the type of promotional in question and its specifications.
6. Quality certificate (type) that the supplier will issue for each batch delivered to the plant.
7. Specification of the promotional item authorized by the organization.



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**7. Authorization signatures**

In this section, the individuals involved in the acceptance process will sign off on the project or provide their comments if they oppose the promotion.

Area	Name of person	Signature	Authorizes promotion (YES/NO)	If "NO", provide comments.
Marketing				
Procurement / Negotiations				
Packaging (New Products / Research & Development of the Organization)				
Technical services				
Organization quality assurance				
Food safety organization				

*NOTE: This format reflects only the minimum required items and it may be modified by the organization to meet its specific needs.*