

## Customer Brief

### Flavour Inspiration:

| Flavour Concept                    | Inspiration & Description   |
|------------------------------------|---|
| <b>Peach Apricot</b>               | <p>Fruit: Yellow peach particulates, max 12mm in size. Can also use a peach puree. Apricot Puree. Fruit content to be &gt;30%.</p> <p>Flavour profile: Balanced peach and apricot flavours. Sweetness and slight tartness of the fruit. Dessert like poached peaches and apricots with compliment GD yogurt.</p> <p>Colour: Vibrant deep orange colour with visible particulates. Not artificial looking. All N1 colours are available for development.</p> |
| <b>Orange, Mandarin &amp; Lime</b> | Same prep as the 2020 720g Limited Batch rotate. Agrana code - <b>521108</b>  |
| <b>Peach Raspberry</b>             | Same prep as was developed in 2021. Review pricing for a potential March 2023 launch. Code: L01 – prep was approved to the next step.   |

### Fruit Prep Attributes

|                                 |  |
|---------------------------------|--|
| Description                     |  |
| Particles Size                  | 12mm max   |
| Amount of Fruit (if applicable) | >30%   |
| pH/Acidity                      | <4.1   |
| Brix                            | Fruit 30°+/-5°, Syrup 50°+/-5°   |
| Viscosity (20°C 60 seconds)     | 6-9 +/- 2 cm   |
| Key Product Claims              | No Preservatives, Artificial Colours or Flavours   |
| Allowed Stabilization System    | Modified Starch (1442), Pectin (440), Guar (412), Xanthan (415), LBG (410)   |
| Allowed Acidifying Agents       | Citric Acid, Malic Acid, Lactic Acid or Ascorbic Acid  |
| Allowed Flavouring Agents       | Only Natural Flavours  |
| Allowed Colouring Agents        | Natural Colours as per Natcol N1 – <a href="https://natcol.org/wp-content/uploads/2019/04/NATCOL-Categorisation_Annex-IandII.pdf">https://natcol.org/wp-content/uploads/2019/04/NATCOL-Categorisation_Annex-IandII.pdf</a> |
| Allowed Allergen                | Milk containing products   |
| Religious Certification         | Halal & Kosher Preferred   |
| Shelf Life                      | Min 3 months   |

|                  |   |
|------------------|---|
| Sustainability   | Coffee and Cocoa used must be responsibly sourced (Fair Trade, UTZ, Cocoa Horizons, Rainforest Alliance etc.) |
| Packaging Format | 800 – 1000kg Totes  |

#### Financial Information

**FRUIT COST/kg:** \$4.40 – 4.50/kg

**Please note:** Above is the target cost/kg for this brief. Chobani is requiring increased scrutiny on new product margins across all categories. This target should not exclude opportunities or ideas that the Supplier will bring to Chobani but it is meant as a guardrail for final product costing.

All product pricing should be provided to Procurement Leads only noted on the top of the brief.

**ESTIMATED DEMAND:** 32–35 Tonne/year

\*Provided volumes are forecasted estimates and are not a volume commitment/guarantee.

#### Requested Paperwork

Each sample submission should be joined by:

- Costing, MOQ and Leadtime information
- Interim specification – Ingredients declaration, NIP + dietary fibre & calcium, Country of origin declaration, Certificate of analysis, pH, Brix and viscosity, Warranties with national regulation (halal, kosher, allergen, etc)

#### Winning sample:

Should be joined by a PIF including Country of Origin annexe and the lupin new allergen declaration, as well as the relevant certificates (Halal and/or Kosher).