**Energy Drink Design Form** V2.3 of 27 Aug 2009

**Please fill and email to** [**energydrinks@avant-consulting.com**](mailto:energydrinks@avant-consulting.com)

(Due to a known ‘feature’ of MS Word, you might have to click twice to activate or re-edit a text field.

In this case, try clicking slightly higher in the box and start typing.  
Also, try saving your file, closing it and reopening it again.)

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| **1. Your Company Name:** |
| Click here to enter text. |

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| **2. Your Name:** | | |
| Choose an item. | Click here to enter text. | Click here to enter text. |
| Prefix | First Name | LAST NAME |

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| **3. Your Contact Details:** | |
| **Email:** | Click here to enter text. |
| **Land line:** | Click here to enter text. |
| **Mobile:** | Click here to enter text. |
| **Web Page:** | Click here to enter text. |

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| **4. Your Company’s past experience with Energy Drinks, Beverages and FMCG:** |
| Click here to enter text. |

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| **5. Name of your Energy Drink:** (if not named yet, enter proposed name or project code) |
| Click here to enter text. |

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| **6. Type of Project:** |
| Choose an item. |
| Comments: Click here to enter text. |

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| **7. If New Innovation, describe desired aroma profile:** | |
|  | Classic, Industry Standard fantasy Tutti Frutti |
|  | Berry type |
|  | Citrus Type |
|  | Floral Type |
|  | Other |
| Comments: Click here to enter text. | |

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| **8. Target Markets for Final Product:** ( choose all that apply) | | | |
|  | America |  | EU |
|  | Russia |  | Middle East, Levant |
|  | Africa |  | Indian Subcontinent |
|  | Far East |  |  |
| Comments: Click here to enter text. | | | |

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| **9. Preferred Can sizes:** (choose all that apply) | | | |
|  | 250 ml Squat |  | 250 ml Slim |
|  | 330 ml Squat |  | 330 ml Slim |
|  | 500 ml |  | Other size / type |
| Comments: Click here to enter text. | | | |

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| **10. By when would you like to have your Energy Drink on the shelves:** |
| Click here to enter a date. |
| Comments: Click here to enter text. |

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| **11. Acceptable Country of Production: (Quality is similar from all sources)** (choose all that apply) | |
|  | Austria. Considered best origin, More expensive than other EU countries. |
|  | Italy, Spain, France, Holland. Less expensive than Austria |
|  | Poland, Hungary, Bulgaria, Czech. Slightly lower cost than Italy etc |
|  | United Arab Emirates. Good for distribution to AGCC, Africa, Russia |
|  | Malaysia, Vietnam. Can be lower costs but for higher production runs |
| Comments: Click here to enter text. | |

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| **12. Production Quantity per run:** (Choose all options that are of interest. Some options are available in limited locations) | |
|  | 1 Million cans per run, DIRECT PRINTED ( Bigger run, about 4% less cost than Standard run) |
|  | 500,000 cans per run, DIRECT PRINTED ( Bigger run, about 2% less cost than Standard run) |
|  | 250,000 cans per run, DIRECT PRINTED (Standard run) |
|  | 250,000 cans in one order but filled ~75,000 cans per run ( about 3-4% more cost than Standard run) |
|  | 150,000 – 175,000 cans per run, DIRECT PRINTED ( Short run, about 8-9% more cost than Standard run) |
|  | 40,000 cans per run, WITH SLEEVES ( Plastic shrink sleeves on the cans, about 40% more cost than Standard run) |
|  | 20,000 cans per run, WITH LABELS ( Paper or plastic labels, about 150% more cost than Standard run) |
| Comments: Click here to enter text. | |

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| **13. Expected production quantity per year:** (Choose one) | |
|  | Over 4 Million cans per year |
|  | Over 2 Million cans per year |
|  | Over 1 Million cans per year |
|  | Over 500,000 cans per year |
|  | Over 250,000 cans per year |
| Comments: Click here to enter text. | |

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| **14.** **Desired number and level of Vitamins :** (Choose one) | |
|  | Higher than Industry Standard ( to make a newer recipe, more premium product with an USP) |
|  | Same as Industry Standard |
|  | Lesser than Industry Standard ( to reduce costs) |
| Comments: Click here to enter text. | |

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| **15. Any specialty ingredients to be added in the recipe :** |
| Click here to enter text. |

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| **16. Acceptable Payment methods:** (choose all options that are acceptable) | |
|  | 100% in advance. Deduct 2% discount |
|  | 50% advance with order and 50% 20 days before the filling run. (standard term for standard recipe) |
|  | 70% advance with order and 30% 20 days before the filling run (standard terms for custom recipe) |
|  | 30% advance and 70% on sight, irrevocable, confirmable Letter of Credit (Add 5% for Finance and Admin charge) |
| Comments: Click here to enter text. | |

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| **17. Your target price range on EXW factory basis:** (based on Country of Origin, quantity and payment method)  Your inputs will help us propose best recipe that fits into your price idea. |
| Click here to enter text. |

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| **18. Your comments:** (information you would like us to have to be able to understand your requirements better) |
| Click here to enter text. |

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| **19. Sign and Date:** (Please type in your name as your confirmation of all points above) | |
| Name : Click here to enter text. | Date : Click here to enter a date. |

The team at Avant Consulting thanks you for filling up our Energy Drink Design form. We look forward to being of service to you.

When you save this form, please add your company name or product name to the beginning of the file name. For example:  
  
 SUPER HORSE EDDF.docx

[Click here to learn about our methods to formulate beverages](http://www.beverages.avant-consulting.com/)

[Click here to visit our Energy Drink page www.energy.avant-consulting.com](http://www.energy.avant-consulting.com/)