



New Project Initiation Form

Sales Rep/Broker	
Today's Date	

Product Name		Will Samples be Sent?	Yes	No
Product Attributes (Claims) Please list to right (If any)				
Pack Size				
Please Indicate Fresh or Frozen				
Estimated Annual Volume		Inventory	Yes	No
		MITI	Yes	No
Desired Launch Date				
Official Company Name to be Displayed on Case				
Corporate Address				
Corporate Website				
Corporate Phone Number				

	BRAND	PRIVATE LABEL	BLOUNT	GENERIC
Choose one				
Price List?	Yes		No	
POS?				

Current Price Point?	
Desired Price Point	
Distributor	

	Yes	No
Commission Paid?		
Amount		

RECIPE	NAME	APPROVED BY DATE?
Approved by?		

INGREDIENTS	Yes	No
Are there any new Ingredients?		

If Yes List Ingredients, Supplier and Estimated Volumes

If private label, please forward white image of logo (Preferably JPEG)