

Private Label Guidelines

1.800.713.1414 | design@shawneesprings.com



SHAWNEE CANNING CO. INC.

~ A Family Tradition Since 1828 ~



Label Design STARTS HERE

<i>Made especially for</i> STORE NAME	1	COMPANY	Nutrition Facts 15 servings per container Serving size 2 TBSP (32g) Amount per serving Calories 45 % Daily Value* Total Fat 0g 0% Sodium 60mg 3% Total Carbohydrate 11g 4% Dietary Fiber 1g 4% Total Sugars 10g Includes 3g Added Sugars 6% Protein 0g Potassium 33mg 0% <small>Not a significant source of saturated fat, trans fat, cholesterol, vitamin D, calcium and iron.</small> <small>*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>
Address	2	LOGO	
City, State Zip		HERE	
Phone Number			
Website			
Paragraph about your business. Ideas are family history, and/or other important information you want to share. This should be kept to a maximum of 75 words.		Apple Butter	4
		Barbecue Sauce	
		NET WT. 19OZ (539G)	
			Refrigerate After Opening
			UPC

Ingredients: Medium (apple concentrate, sugar, vinegar, salt, dehydrated onion, natural flavors, garlic powder), apple butter (apples and spices), brown sugar, liquid smoke, citric acid, and spices.

Please provide Shawnee Canning Co. the following:

- **Logo:** Preferably in a high resolution vector PDF or EPS file. Anything else, we will make work to the best of our ability. However, if it is too small or poor quality, your designer will contact you to discuss further options.
- **Paragraph About Your Business:** Please provide a small paragraph about your business, family history, and/or other important information to your operation. This information is to be included on the label and should be kept to a maximum of 75 characters.
- **Store Information:** Contact details including name, address, phone number, website, etc.
- **Font Preference:** Do you have a specific font that you want to request? If not, our designers will supply you with options until we find the perfect fit! If you use a specific font as part of your branding, let us know.
- **Graphics:** Do you have any additional graphics/images that you would like to include on your label?

We will send a maximum of three different designs for your initial proofs based on your branding, website, facebook, photos, and any other ideas that you provide on your Private Label Design Form.

Please allow 3-5 business days for your initial proofs to arrive via email and 1-2 business days for revisions.

If you prefer to design your own labels, we will provide you with our template. Please note that the label must meet all of our requirements for printing. You will be responsible for any necessary changes. All fonts and graphics associated with your design must be provided. For instructions, please see the back cover for Do-It-Yourself Label Design Specifications.

Questions? Please contact our main office...
1.800.713.1414 | design@shawneesprings.com



Private Label

DESIGN FORM

This form is required to start the design process.

Contact Information

Business Name _____

Street Address _____

City _____ State _____ Zip _____

Phone # _____ Website _____

Primary Contact Email _____

Brand Image

Please provide a brief description of how you envision your brand looking.

Details

What are your company colors? _____

Do you have a logo? Yes _____ No _____

Do you need a barcode? Yes _____ No _____

Please provide a small paragraph about your business to be included on the label.
(limit is approximately 75 characters)

Questions? Please contact our main office...
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Label Design SAMPLES

In 1926, Wray Thomas started a grocery store in the small village of Palmyra. Since then our family has moved the store across the Rivanna to the corner of Rt 15 & 53. We continue to work hard to bring quality products to our customers. We hope you enjoy this product.

Made especially for
E. W. Thomas Grocery
13027 James Madison Hwy.
Palmyra, VA 22963
434.589.8412



Apple Butter Barbecue Sauce

NET WT. 19OZ (539G)

Nutrition Facts

15 servings per container
Serving size 2 TBSP (32g)

Amount per serving

Calories 45

% Daily Value*

Total Fat 0g 0%

Sodium 80mg 3%

Total Carbohydrate 11g 4%

Dietary Fiber 1g 4%

Total Sugars 10g

Includes 3g Added Sugars 6%

Protein 0g

Potassium 33mg 0%

Not a significant source of saturated fat, trans fat, cholesterol, vitamin D, calcium and iron.

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Refrigerate After Opening

Ingredients: Ketchup (tomato concentrate, sugar, vinegar, salt, dehydrated onion, natural flavors, garlic powder), apple butter (apples and spices), brown sugar, liquid smoke, onions, and spices.

The Hollabaugh family has been proudly growing fruits and vegetables on its 500 acre farm just outside of Gettysburg, PA since 1955. The farm's fertile soils allow the family to grow the most delicious fruits and vegetables you'll ever taste! The family's farm store features an in-house bakery, locally produced foods, ice cream, gifts, and a whole host of annual festivals and events. We're Generations Growing For You!

Made Especially For:
Hollabaugh Bros., Inc.
545 Carlisle Road
Biglerville, PA 17307
www.hollabaughbros.com
(717) 677-8412



Nutrition Facts

15 servings per container
Serving size 2 TBSP (32g)

Amount per serving

Calories 45

% Daily Value*

Total Fat 0g 0%

Sodium 80mg 3%

Total Carbohydrate 11g 4%

Dietary Fiber 1g 4%

Total Sugars 10g

Includes 3g Added Sugars 6%

Protein 0g

Potassium 33mg 0%

Not a significant source of saturated fat, trans fat, cholesterol, vitamin D, calcium and iron.

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Refrigerate After Opening

Ingredients: Ketchup (tomato concentrate, sugar, vinegar, salt, less than 2% natural flavor, potassium chloride, onion powder, citric acid, gallic powder, and spices), apple butter (apples and spices), brown sugar, liquid smoke, onions, and spices.

UPC

Peaks of Otter has drawn settlers and travelers to the region for more than 8,000 years. The Peaks of Otter are three exceptional mountain peaks situated close together in the Blue Ridge Mountains overlooking the town of Bedford, Virginia. Today, the property includes 63 rooms all with views of scenic Abbott Lake and majestic Sharp Top Mountain. While some things have changed over the years, the appeal of the region's Blue Ridge Mountains is still as timeless and captivating as ever.

Made especially for
PEAKS OF OTTER
85554 Blue Ridge Pkwy.
Bedford, VA 24523
peaksofotter.com

Blue Ridge Parkway Peaks of Otter

Apple Butter Barbecue Sauce

Net. Wt. 19oz (539g)

Nutrition Facts

15 servings per container
Serving size 2 TBSP (32g)

Amount per serving

Calories 45

% Daily Value*

Total Fat 0g 0%

Sodium 80mg 3%

Total Carbohydrate 11g 4%

Dietary Fiber 1g 4%

Total Sugars 10g

Includes 3g Added Sugars 6%

Protein 0g

Potassium 33mg 0%

Not a significant source of saturated fat, trans fat, cholesterol, vitamin D, calcium and iron.

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Refrigerate After Opening

Ingredients: Ketchup (tomato concentrate, sugar, vinegar, salt, dehydrated onion, natural flavors, garlic powder), apple butter (apples and spices), brown sugar, liquid smoke, onions, and spices.

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Label Design SAMPLES

Thornton River Orchard & Market is a 3rd generation family owned and operated farm. Nestled in the foothills of the Blue Ridge Mountains, just 3 miles West of the Shenandoah National Park's Thornton Gap entrance. Featuring an open air market filled with farm fresh produce, value added products, fresh ciders, and local crafts, there is something for everyone.

Made Especially for
THORNTON RIVER ORCHARD & MARKET



Apple Butter Barbecue Sauce

NET WT. 19OZ (539G)

Nutrition Facts

15 servings per container
Serving size 2 TBSP (32g)

Amount per serving

Calories 45

% Daily Value*

Total Fat 0g 0%

Sodium 80mg 3%

Total Carbohydrate 11g 4%

Dietary Fiber 1g 4%

Total Sugars 10g

Includes 3g Added Sugars 6%

Protein 0g

Potassium 33mg 0%

Not a significant source of saturated fat, trans fat, cholesterol, vitamin D, calcium and iron.

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Refrigerate After Opening

Ingredients: Ketchup (tomato concentrate, sugar, vinegar, salt, dehydrated onion, natural flavors, garlic powder), apple butter (apples and spices), brown sugar, liquid smoke, and spices.

Thornton River Orchard • 11587 Lee Highway, Sperryville, VA 22740 • 540.987.8585 • www.thorntonriverorchard.com

Made especially for
PINE HILL ORCHARDS

Family owned and operated, Pine Hill Orchards is located in the beautiful hills of Colrain, MA. We grow over 80 acres of apples, peaches, blueberries, pumpkins and more! We are open year-round and offer a farm store, restaurant, bakery, pick-your-own apples and so much more! We can't wait to see you all at the orchard. From our family to yours... happy eating!

248 Greenfield Rd.
Colrain, MA 01340
413.624.3325
pinehillorchards.com



APPLE BUTTER BARBECUE SAUCE

NET WT. 19OZ (539G)

Nutrition Facts

15 servings per container
Serving size 2 TBSP (32g)

Amount per serving

Calories 45

% Daily Value*

Total Fat 0g 0%

Sodium 80mg 3%

Total Carbohydrate 11g 4%

Dietary Fiber 1g 4%

Total Sugars 10g

Includes 3g Added Sugars 6%

Protein 0g

Potassium 33mg 0%

Not a significant source of saturated fat, trans fat, cholesterol, vitamin D, calcium and iron.

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Refrigerate After Opening

Ingredients: Ketchup (tomato concentrate, sugar, vinegar, salt, dehydrated onion, natural flavors, garlic powder), apple butter (apples and spices), brown sugar, liquid smoke, onions, and spices.

APPLE BUTTER Ingredients:

BATCH 1: Shenandoah Valley Grown Apples, Sugar, Oil of Cinnamon
BATCH 2: Shenandoah Valley grown Apples, Sugar, Apple Cider, Butter, Oil of Cinnamon and Clove

BATCH 1 ☐
BATCH 2 ☐

Refrigerate After Opening
Food prepared at this establishment may contain wheat, eggs, dairy or tree nuts.

SKYLAND SHENANDOAH NATIONAL PARK APPLE BUTTER



NET WT. 19OZ (539G)

Nutrition Facts

35 servings per container
Serving size 1 tbsp (15g)

Amount per serving

Calories 30

% Daily Value*

Total Fat 0g 0%

Sodium 0mg 0%

Total Carbohydrate 7g 3%

Dietary Fiber 1g 4%

Total Sugars 6g

Includes 3g Added Sugars 6%

Protein 0g

Potassium 30mg 0%

Not a significant source of saturated fat, trans fat, cholesterol, vitamin D, calcium and iron.

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



112610

www.goshenandoah.com

Questions? Please contact our main office...
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Label Design

SAMPLES



Nutrition Facts Serving Size: 2 Tbsp (34g), Serving Per Container 9, Amount Per Serving: **Calories 20, Total Fat 0g** (0% DV), **Trans Fat 0g**, **Sodium 50mg** (2% DV), **Total Carb. 5g** (2% DV), **Sugars 3g**, **Protein 0g**, Percent Daily Values (DV) are based on a 2,000 calorie diet.

SWEET AND CITRUSY MANGO LIME SALSA

PROUDLY PRODUCED IN VIRGINIA

Shawnee MONTICELLO

NET WT 16 OZ. (454G)

Crafted for Monticello by Shawnee Canning Company

Ingredients: Mangos, onions, tomatoes, jalapenos, vinegar, bell peppers, lime juice, garlic, and cilantro.

NO PRESERVATIVES
REFRIGERATE AFTER OPENING

www.monticelloshop.org



MADE ESPECIALLY FOR:
The Ruffled Rooster
MERCANTILE
P.O. Box 938 Ellijay, GA 30540
706-273-8559
theruffledrooster@yahoo.com

The Ruffled Rooster Mercantile came to life as a result of our love for all things 'fresh from the farm'. With a family farming background, which started over 50 years ago in the mountains of North Georgia, we know the difference that 'fresh' makes. We pride ourselves in offering locally sourced gourmet food items, vintage wares, and seasonal gift items.

1 Corinthians 10:31

The Ruffled Rooster
MERCANTILE

Apple Butter BARBECUE SAUCE

NET WT. 18OZ (510G)

Nutrition Facts
15 servings per container
Serving size 2 TBSP (32g)
Amount per serving
Calories 45
% Daily Value*
Total Fat 0g 0%
Sodium 80mg 3%
Total Carbohydrate 11g 4%
Dietary Fiber 1g 4%
Total Sugars 10g
Includes 3g Added Sugars 6%
Protein 0g
Potassium 33mg 0%
Net a significant source of saturated fat, trans fat, cholesterol, vitamin D, calcium and iron.
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

UPC

Ingredients: Ketchup (tomato concentrate, sugar, vinegar, salt, less than 2% natural flavors, potassium chloride, onion powder, citric acid, garlic powder, and spices), apple butter (apples and spices), brown sugar, liquid smoke, onions, and spices.



MADE ESPECIALLY FOR
THE CHRISTMAS HOUSE

The Christmas House, a seasonal gift shop that features gifts for everyday and the holidays, is proud to live in Mark Twain Country.

The Christmas House
361 Maple Avenue
Elmira, NY 14904
607.734.9547
www.christmas-house.com

THE CHRISTMAS HOUSE



Mark Twain Country • Elmira, NY

Apple Butter Barbecue Sauce

NET WT. 19OZ (539G)

Nutrition Facts
15 servings per container
Serving size 2 TBSP (32g)
Amount per serving
Calories 45
% Daily Value*
Total Fat 0g 0%
Sodium 80mg 3%
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Refrigerate After Opening

Ingredients: Ketchup (tomato concentrate, sugar, vinegar, salt, dehydrated onion, natural flavors, garlic powder), apple butter (apples and spices), brown sugar, liquid smoke, onions, and spices.

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Design Services

AND BRANDING PACKAGES

LABEL DESIGN

Costs associated with new customer labels and current customers.

New Customer Designs.....\$175

Current Customer Label Redesign.....\$125

Redesigning a current customer label.

Current Customer Label Adjustments.....\$25/change

Making small adjustments to a current customer's label, for example; a font change, phone number change, etc.

BRANDING PACKAGES

For customers who do not have a logo and would like for us to design one for them.

Branding elements include corporate color, fonts, and graphic components.

Simple Logo\$100

Intermediate Logo.....\$300

Complex Logo.....\$600

Questions? Please contact our main office...
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Do-It-Yourself Labels

DESIGN SPECIFICATIONS

If you prefer to design your own labels, we will provide you with our templates for Adobe Illustrator and InDesign. Please note that the label must meet all of our requirements for printing. You will be responsible for any necessary changes. All fonts and graphics associated with your design must be provided.

All files must...

- Be at least a 300 dpi
- Include the .125" bleed on all sides
- Follow the guidelines included on template
- Include a box, or space, for the nutritional labels and UPC code (if applicable), which we add at time of printing
- Final files must be delivered in an individual PDF format. Please name each label file according to the product name.

On your final files please DO NOT include ingredients or product weight. We add those at time of printing.

