ExtraMile packaging quality assurance

Project: ExtraMile "Good" brand packaging review

Client: ExtraMile Convenience Stores LLC (through Drake Cooper agency)
Project scope: Comprehensive food packaging and label review
Materials reviewed: Product packaging for various food items and beverages, including donuts, chocolate peanut clusters, and purified water

Project overview:

Conducted detailed reviews of packaging for ExtraMile's "Good" brand products, ensuring FDA compliance, proper allergen declarations, and accurate nutritional information. This quality assurance process helped maintain consumer safety and regulatory compliance while preserving brand consistency.

Key contributions:

- **FDA compliance verification:** Identified and corrected critical punctuation errors in ingredient lists and allergen statements, ensuring proper formatting required by regulatory guidelines.
- **Allergen safety enhancement:** Added essential comma placements in allergen declarations (e.g., "Soy, and Peanuts" and "NUTS, AND WHEAT") to clearly communicate potential allergens to consumers.
- **Formatting and syntax correction:** Ensured proper use of punctuation throughout packaging text, including adding periods after "INGREDIENTS" and "USED" where required.
- **Cross-reference validation:** Verified consistency between ingredient lists, nutrition facts panels, and allergen statements across different product packaging.
- **Technical specification review:** Confirmed dimensional accuracy and proper layout of packaging elements according to brand and regulatory requirements.

Impact:

My detailed review prevented potential issues that could have resulted in:

- Regulatory non-compliance with FDA labeling requirements
- Unclear allergen information that could pose consumer safety risks
- Inconsistent brand presentation across product lines

- Potential product recalls due to labeling errors

Process highlights:

The review process included a thorough examination of all packaging elements, with particular focus on legally required components, proper formatting, and clear communication of ingredients and allergens to consumers.



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Page 1 2

Lillian Mar 18
insert comma: Soy, and Peanuts
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Lillian Mar 18
insert comma: NUTS, AND WHEAT
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Page 2 1

Lillian Mar 18
insert comma: NUTS, AND WHEAT
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Page 1

Lillian May 13
insert period: INGREDIENTS.
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Lillian May 13
insert period: USED.
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