Practical guide to Personalised Snacks

Comparison tool for choosing formats, packaging and customisation methods

Use this worksheet to select suitable options for each occasion. Always check availability, weights, minimum quantities and printing techniques on the individual product page.

1 | Which option to consider for each situation?

Occasion	Options to compare	Key consideration
Fairs and conferences	Single-portion bags of fruit crisps, seeds or small snacks	Quick distribution, flavour options and allergens
Reception and welcome kits	Fruit snacks or dried fruit in compact packs	Portion size, ease of handing out and presentation
Meetings and training	Stable cups or individually wrapped snacks	Individual use, tidy table and practicality
Hotels and corporate gifts	Assorted boxes, window packaging or jars	Gift appeal and space for the logo
Bars, restaurants and catering	Pretzels, nuts, biscuits or accompanying snacks	Food pairing and serving method

2 | How to compare customisation methods?

Method	When to consider it	What to check
Digital printing	Detailed, multicolour artwork	Material, position and print area
Full-colour label	Bands or labels for boxes, jars and pots	Suitable surface and logo reproduction
Flexography	Customisation of compatible packaging	Compatibility and stated order minimums

Decision rule: identify the right distribution format first, then compare flavour, packaging and print quality. Never choose a printing technique without checking the individual item.

3 | Essential checks

Check	What to verify
Recipients and occasion	Audience, setting, number of people and distribution method defined.
Food selection	Sweet/savoury choices, flavours and alternatives considered.
Ingredients and allergens	Information and labelling checked for each product.
Shelf life	Product best-before information checked.
Format and material	Portion, packaging type and presentation selected.
Minimum quantity	Minimum order checked for the specific model.
Customisation	Logo position, size and available method checked.
Artwork and sample	Logo file prepared; sample purchase considered.

Check	What to verify
Final approval	Product page details checked before ordering.

4 | Briefing sheet

Item	Choice or notes
Occasion / recipients	_____
Product / flavour	_____
Packaging / portion	_____
Expected quantity	_____
Logo / print position	_____
Points still to check	_____

When two options look similar, compare ease of distribution, food information, logo visibility and minimum order quantities first: these matter more than the appearance of the packaging alone.

Browse the range and complete your checks here: Personalised Snacks

Other categories to explore: Personalised Chocolates · Personalised Biscuits