CONCEPT

RTC Concept Private Label

Ready to Cook under our customers' own brand – in four quality tiers: conventional, additive-free, ASC, organic

> **Non-binding concept, dated 6 October 2026. Range, specifications, prices and availability are confirmed in writing before any order. The Swiss Prime Taste certificates named below are documented; the certificates required on the customer side must be held by the customer.**

The offer

Swiss Prime Taste AG makes its existing Ready to Cook line available as a product line under a business customer's own brand. The product is fully developed: frozen shrimps with a variety-specific dry marinade in a cooking pouch, ten minutes in boiling water, four varieties in the starting range.

The customer receives an adapted range, packaging and sales documents in their own brand identity. Their brand appears on the front of the pack and throughout the sales communication; a visible Glüx logo is not required in this model. Swiss Prime Taste coordinates production with approved manufacturing and raw-material partners and earns on the launch and on every pack delivered.

Sourcing, quality assurance, import and customs clearance remain with us. The mandatory information on the responsible company, origin and manufacture is determined on technical grounds, independently of the brand identity.

Four quality tiers

The decisive lever is the raw material. The four tiers differ in sourcing quality, evidence required and price – not in the product, not in the preparation and not in the process. The tier is chosen per variety and fixed before sourcing; it cannot be applied retrospectively to an existing lot.

TIER	POSITIONING	REQUIRED FROM THE CUSTOMER	PRICE LEVEL
01 Conventional	Standard market goods from controlled aquaculture. Best availability and the widest range of sizes.	None	Base

TIER	POSITIONING	REQUIRED FROM THE CUSTOMER	PRICE LEVEL
02 Additive-free	Processed without additives: no phosphates, no sulphites, no soaking. Evidenced through the specification, not through a certificate.	No certification; the claim must be substantiated	Premium on base
03 ASC	Farmed to the Aquaculture Stewardship Council standard. For channels with a binding sustainability requirement.	Own Chain of Custody certification and label licence agreement	Significant premium
04 Organic	Certified organic aquaculture. For organic specialist trade and premium positioning; the only tier where the marinade must be certified as well.	Certification as the operator placing the product on the market; if clearing customs itself, also as importer	Highest tier

Every tier above the base extends the lead time, because certificates and availability have to be verified before ordering.

What a marinated product adds

Ready to Cook is not a piece of raw material but a composite food made of shrimps and marinade. For the two certified tiers this has very different consequences – and this point determines both effort and price.

01 ASC – the marinade is not a seafood ingredient

The programmes' labelling rules require at least 95 % of the seafood ingredients to be certified. In Ready to Cook the shrimp is the only seafood ingredient. If it is ASC certified, the marinade does not stand in the way of the logo. The calculation must be documented and made available to the auditor on request.

02 Organic – the marinade itself must be organic

Describing a product as organic requires at least 95 % of the agricultural ingredients to come from organic production. The spice blend is one of them. An organic variant therefore needs not only organic shrimps but also a certified organic marinade. The existing spice partner offers organic marinades; the minimum order quantity and the price per variety remain to be settled.

03 **Bio Suisse Knospe with the Swiss cross – not applicable to imported shrimps**

The Knospe label with the Swiss cross requires a high share of Swiss raw materials. Whether a Knospe without the Swiss cross is an option must be clarified separately with Bio Suisse.

Our side of the chain is in place

For the two certified tiers the entire chain must be certified, not only the farm. Swiss Prime Taste AG is certified accordingly as trader and importer:

CERTIFICATE	SCOPE	VALID UNTIL
ASC Chain of Custody	ASC Chain of Custody Standard version 5.1, certification code ASC-C-00477. Main activity trading fish (buying/selling), product group aquaculture products.	20.05.2027
Swiss Organic Ordinance	Certificate BVH-65925, operator number 36225. Main activities distribution/placing on the market and import; product groups unprocessed aquaculture products and processed products as foodstuffs.	31.12.2027

The supply chain up to the customer is therefore covered. For the label on the pack the brand owner needs the corresponding certificates in their own name; copies of our certificates are available on request.

Product and range

ITEM	PROPOSED STARTING SCOPE	STATUS
Product	Frozen shrimps with a variety-specific dry marinade in a cooking pouch	Derived from the existing project
Preparation	Ten minutes in boiling water, pouch unopened	Unchanged
Range	Four varieties – Smoking BBQ, Green Herbs, Lemon Pepper, Curry à Ca Ri Ga	Working names; own sales names possible
Raw material	Black Tiger (Penaeus monodon) in the chosen quality tier	Tier to be set per variety
Brand identity	Customer's logo, colours and sales names	To be designed
Fill weight	Shrimps plus marinade per pack	To be fixed before printing
Marinade	Purchased spice blend per variety	Must be organic for the organic tier

ITEM	PROPOSED STARTING SCOPE	STATUS
Outer carton	Selling units per carton	To be confirmed for the new brand
Pilot	First lot with an even split across varieties	Planning assumption; manufacturer MOQ open
Shelf life	To be validated per product	Before production release

What the launch includes

01 Briefing and range plan

Brand, channel, varieties, quality tier per variety and target retail price are defined together.

02 Draft product specifications

One specification per variety covering raw material, tier, marinade, fill weight, preparation and testing scope.

03 Packaging

One shared base layout, adaptation per variety, two bundled correction rounds, print-ready files after technical approval.

04 Sampling and approval record

Coordination of samples with the manufacturing partner and documentation of all approvals.

05 Sales documents

Product data sheet per variety, concise sales copy and an ordering overview for the customer's sales team.

06 Draft declaration

Compilation of the mandatory information per variety, to be approved by the responsible technical function.

Not included: production packaging, printing plates and cutting dies, external laboratory testing, GS1 fees, trademark registration and the customer's own ASC or organic certification.

Declaration

For pre-packed fishery products Swiss law requires the product name with the common and the scientific species name, the production method, the country of production, the net fill weight and the information on glazing and defrosting. Crustaceans are an allergen subject to mandatory declaration; so are sulphites.

The customer's brand does not replace the mandatory information. Lot, raw-material batches, production lots and the customers supplied are linked; cold chain, blocking, complaint contact, withdrawal and recall are governed by the quality-assurance process. These points are technical review tasks, not legal advice, and they do not replace the approval of a specific label.

Roles and approvals

TOPIC	SWISS PRIME TASTE	CUSTOMER	MANUFACTURING PARTNER
Range and project management	Concept and coordination	Briefing and range decision	Confirm feasibility
Brand identity	Design and artwork preparation	Trademark rights and design approval	Print and packaging check
Recipe and quality	Coordinate the specification	Approve the desired properties	Manufacture and process validation
Quality tier	Source raw material and certificates	Choose the tier, hold own certification	Evidence the certified process
Declaration	Consolidate the documentation	Help define the responsible function	Supply ingredient, allergen and process data
Sourcing and stock	Coordinate demand planning	Provide orders and forecasts	Confirm volumes, dates and storage
Traceability and complaints	Coordinate contacts and process	Sales data and customer reports	Lot and production data

This division of work does not replace statutory responsibilities. For each product the contract names the responsible company, the approval responsibility and the procedure in the event of a complaint or recall.

Rights and commercial protection

Swiss Prime Taste is the rights holder, not a middleman. The recipes, the concept and the protective rights to the Ready to Cook product sit with Swiss Prime Taste; the rights to the spice blends have been granted by the manufacturer. Three things follow from that: the concept can be released under a customer brand at all, exclusivity for clearly defined products, channels and territories can be granted, and the recipe behind a customer's line is not available to a third party through an outside spice house.

The customer's brand remains the customer's property. For the duration of the cooperation the customer grants a limited permission to use their brand on approved products and documents. Swiss Prime Taste grants only those rights it demonstrably holds and for which the necessary consent of the recipe, production and design partners is in place.

The standard model provides a simple right of use for the agreed products under the customer's brand in the Swiss market. Swiss Prime Taste may continue to offer the general concept; customer-specific brand elements are not used for other customers. Exclusivity is only meaningful for clearly defined products, channels, territories and periods, and requires a separate agreement with a binding minimum offtake and separate remuneration.

Before the cooperation ends, sell-off periods, remaining packaging, spice stocks and open orders are settled. An automatic transfer of recipes or manufacturing contracts is not provided for.

Commercial model

A one-off launch fee and a price per finished pack. The agreed right to use the concept is included in the supply price; an additional licence per pack is not provided for in the standard model. A full sale of all rights is not part of the standard offer.

The unit price is built from the raw material by species, size and chosen quality tier, the marinade (certified organic for the organic tier), production and cooking pouch, packaging, labels and outer carton, the testing and certification effort of the tier, and import, customs, cold chain and transport to the agreed delivery point.

All B2B amounts are exclusive of VAT. A binding price is only established once current offers for raw material, marinade, production and packaging in the chosen tier are available. Price validity is set per offer; cost increases are not automatically treated as free margin.

Alternative: licence instead of supply

If the customer has their own production, the goods do not have to run through Swiss Prime Taste. In that case the concept and the recipes are licensed, and the customer organises sourcing, manufacture, packaging and logistics. This is possible because the rights sit with Swiss Prime Taste and can be released.

01 **Model A – supply (standard)**

A one-off launch fee and a price per finished pack; the right of use is included in the supply price. Sourcing, quality assurance, import and production coordination sit with Swiss Prime Taste. The fastest route to market.

02 **Model B – concept licence**

A one-off launch fee and the transfer of know-how, plus a licence per saleable pack produced, with an agreed minimum licence per full contract year. Sourcing, manufacture, packaging and logistics sit with the customer. Worth it from a volume that carries their own production.

The two models are **alternatives, not additive**: in the supply model no additional per-pack licence is charged. Which route is cheaper depends on the customer's volume and production setup and is calculated on their figures. Term, territory, volume reporting, accounting period, quality assurance, audit rights and termination are defined in the licence agreement. A full sale of all rights is not part of the standard offer and requires a separate valuation.

Process

01 **Briefing**

Brand, channel, varieties, target retail price and estimated annual requirement are recorded.

02 **Quality tier and specification**

Set the tier per variety, draft the specifications, agree the testing scope.

03 **Supplier and certificate check**

Obtain offers, evidence certificates and the partners' private-label approvals.

04 **Sampling**

Assess samples, confirm fill weight and marinade dosage.

05 **Approvals**

Release label, packaging, shelf life, GTIN/EAN and price.

06 **Production order and launch**

Production, import, delivery and sales launch.

Planning assumption for the timeline: eight to twelve weeks from a complete briefing and timely receipt of all approvals. For ASC and organic goods the verification of certificates is added – and, if not yet in place,

the customer's own certification. A binding date follows supplier confirmation.

To be settled before a binding offer

- Current raw-material offers per quality tier
- Organic marinade: minimum order quantity and price per variety
- Minimum quantities per variety, packaging and production lot
- Final fill weight and marinade dosage
- Certificate status on the customer side (ASC Chain of Custody, organic)
- Delivery point, payment terms, discounts and price validity
- External laboratory testing, printing tools and GS1 fees
- Responsible function, cold chain, complaint and recall procedure

With an interested customer we record the brand, target channel, range, target retail price and annual volume. In parallel, Swiss Prime Taste obtains the written private-label approvals and current offers for manufacture, raw material and packaging. The binding customer offer is built on that basis.