



FRIENDS

PLAYBOOK

June 9, 2022



[CONFIDENTIAL]

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Director



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Shay Dolezal -
Account Manager



Desiree Diaz -
Customer Service



Katherine Razzi -
Ship Test, Packaging,
Graphic Design

CLIENT INFO

MZB Massimo Zanetti Beverage Company
Address: 1370 Progress Road
Suffolk, VA 23434

LAUNCH DATE: August 1, 2022
Rescheduled to: August 15, 2022

WEBSITE:

<https://www.mzb-usa.com/> & www.centralperk.com

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CPG.IO TEAM

PM Lead: Shelly Kalmas

Account Mgr: Phil Koberlein

Account Mgr: Shay Dolezal

CSR Mgr: Desiree Diaz

Ship/Pack Tests: Kathy Razzi

Package Design: Kathy Razzi



6/10/22 - MZB's design team will apply all artwork to the packaging once the die lines are received by the vendor supplying boxes to us. Below is the mockup supplied by Brian Kubricki of MZB.



Kraft Tuck Fold Box
Prints Inside and Outside



Kraft Crinkle: 50¢ ea.

Coffee shown below is same size packaging as the Central Perk Coffee.

BOX 2 = 2-4 bags/Kcups



BOX 2



Kcup Box Dims: 5.75"W x 3.75"H x 3.75"D

Bag Dims: 3.375"W x 8.75"H x 2.5"D

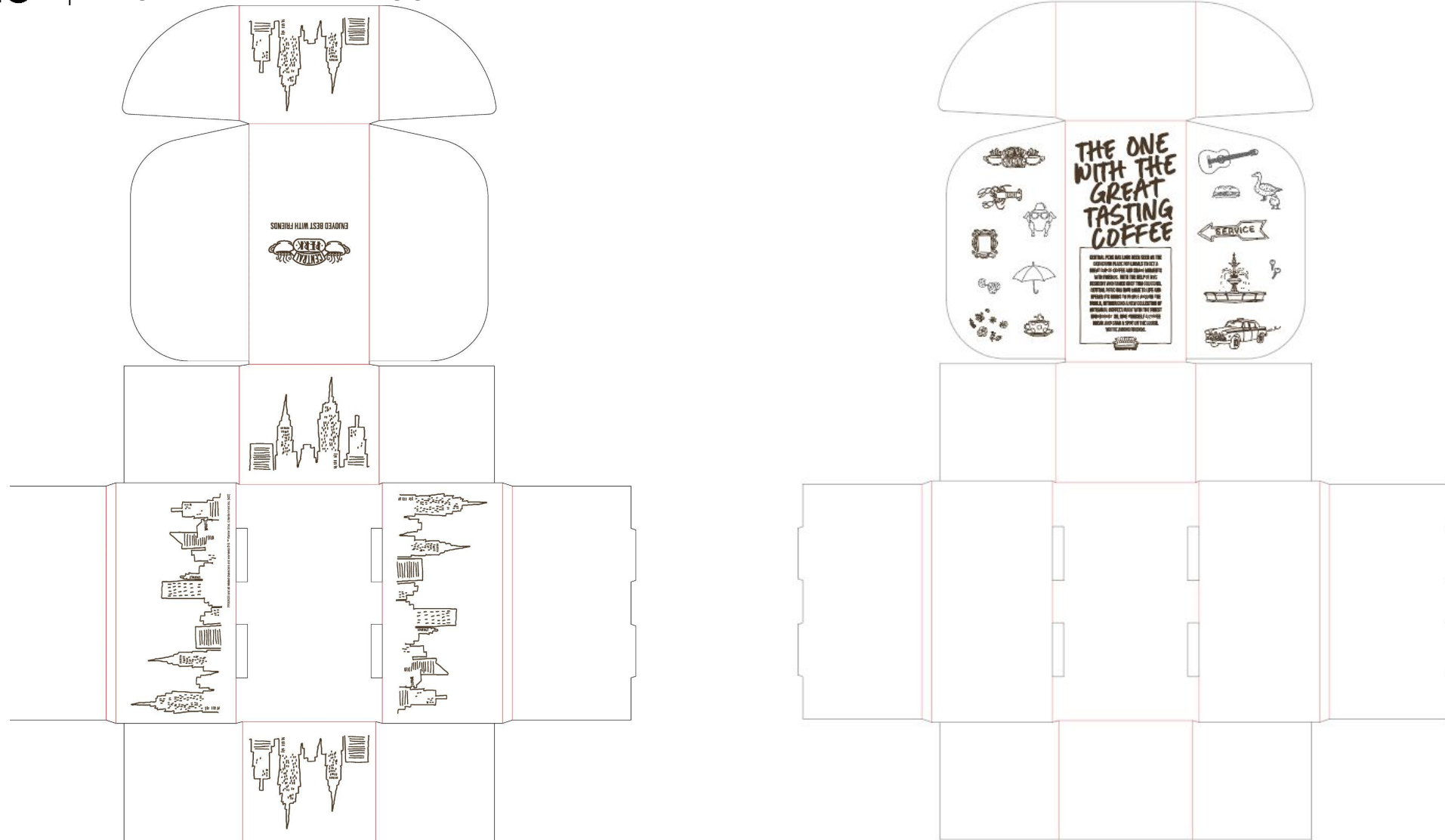
Box 1

Universal Size for 1 Bag or Kcup Box.



1-Pack Kraft Mailer Tuck Fold Box Size:
4.5"L x 9"W x 4"D





BOX 1



1 Variety of Promo Coffee Cans



1 Kcup Box



1-2 Bags



Pack either one of the promo cans of coffees, 1 Kcup box or 1 - 2 bags of coffee.

AREA DIMS FOR 2 to 3

Universal Size for 2 to 3 packs of Kcups or Bags.



5.75"

11.75"

Kraft Mailer Tuck Fold Box Size: 12"L x 9"W x 4"D



9"

12"



Box 2; 4 PACKS

Universal Size for 4 packs of Kcups ONLY.

AREA DIMS FOR 4



7.625"

11.5"

Kraft Mailer Tuck Fold Box Size:
12"L x 9"W x 4"D



9"

12"



Box 2; 3 PACKS

Universal Size for 2 to 3 packs of Kcups or Bags.

AREA DIMS FOR 2 to 3



Kraft Mailer Tuck Fold Box Size:
12"L x 9"W x 4"D

**INSERT OVER 2 BAGS
PLACED ON THEIR SIDES.**
7/11/22 - NO DIVIDERS THIS
ROUND. [k:]

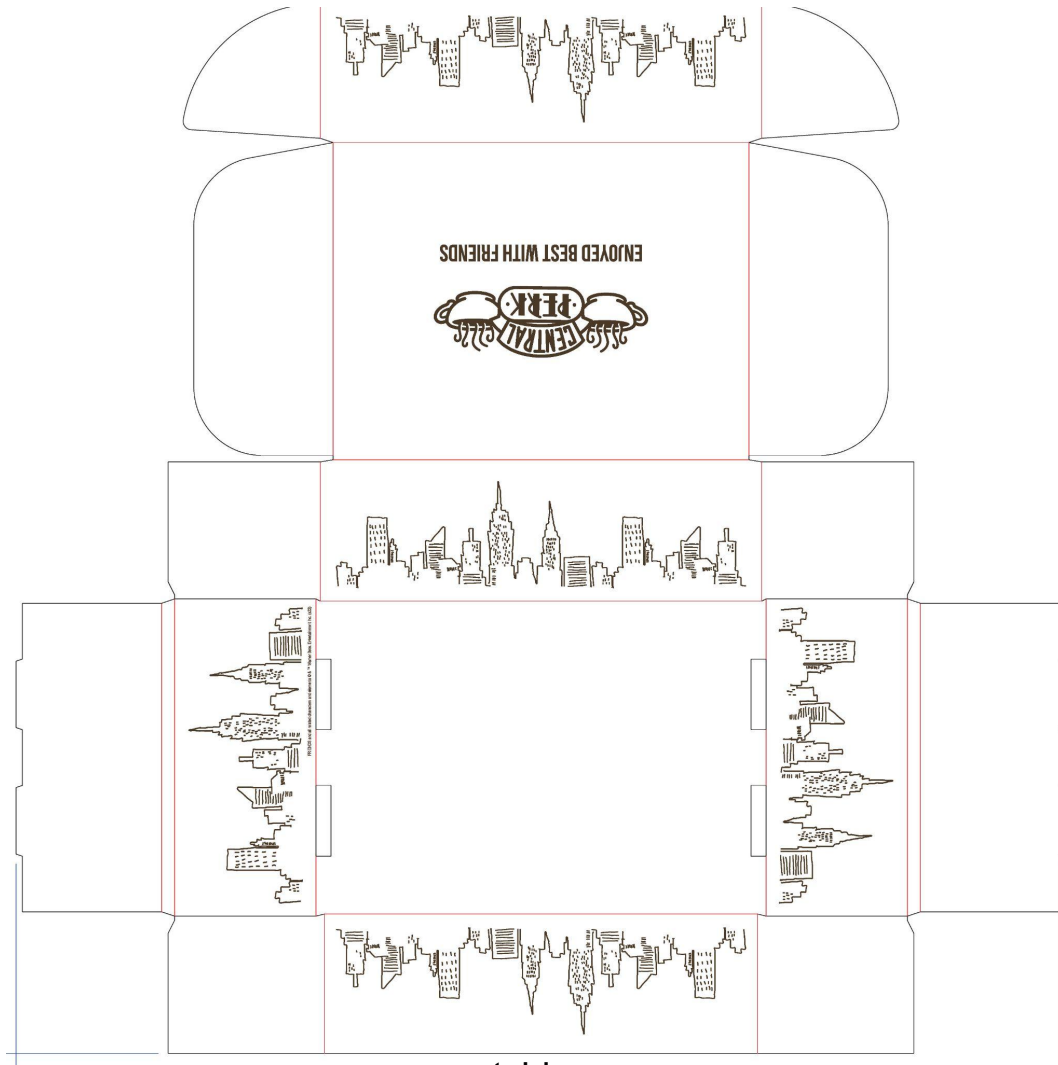
Box 2; 4 PACKS

Universal Size for 4 packs of Bags ONLY.

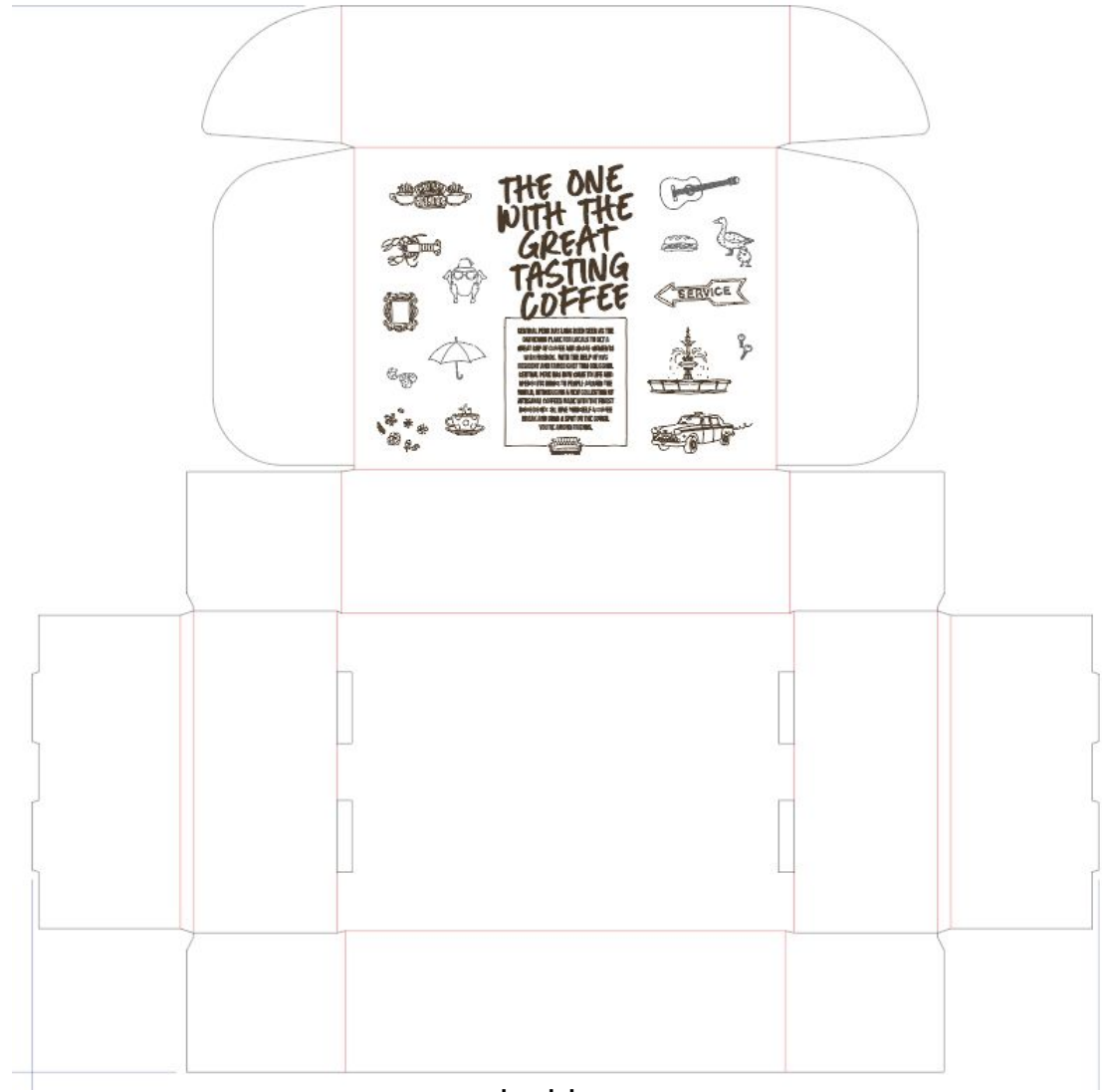
AREA DIMS FOR 4



Kraft Mailer Tuck Fold Box Size:
12"L x 9"W x 4"D



outside



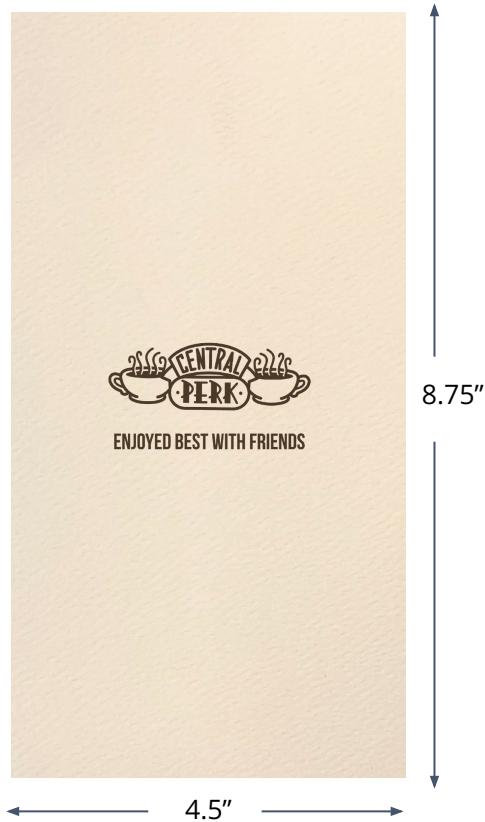
inside



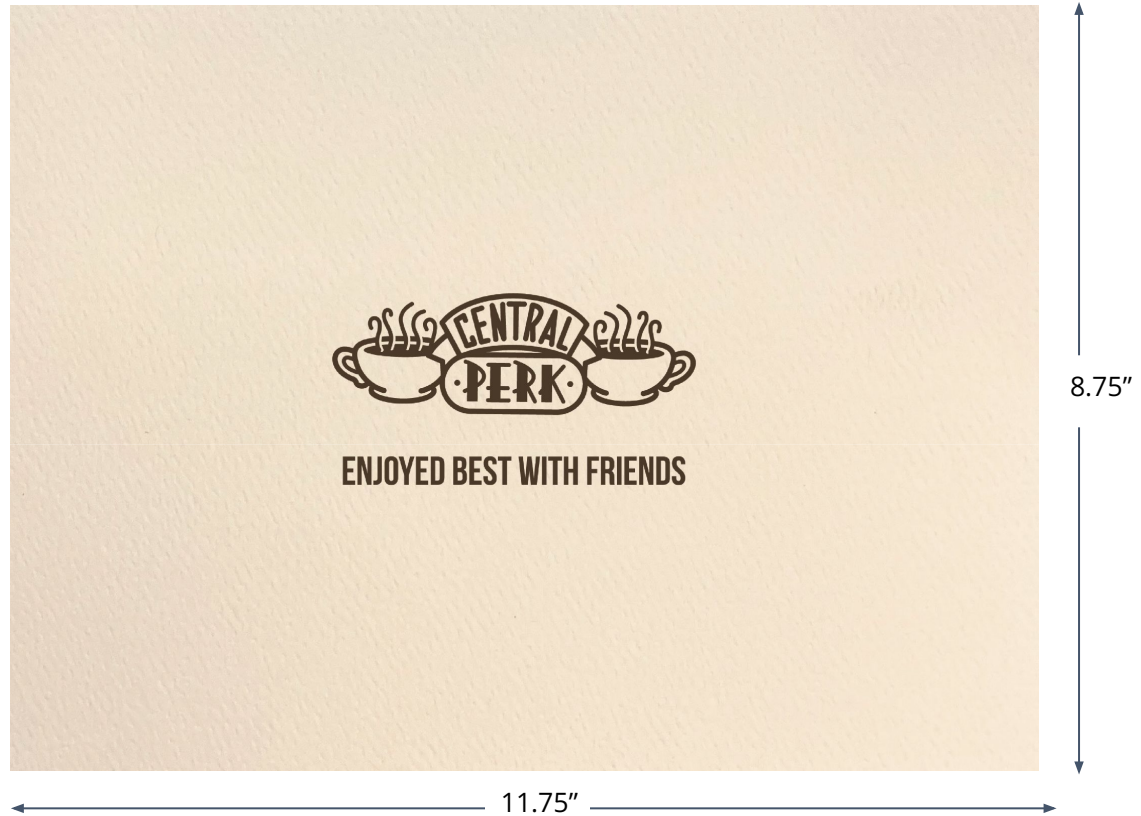
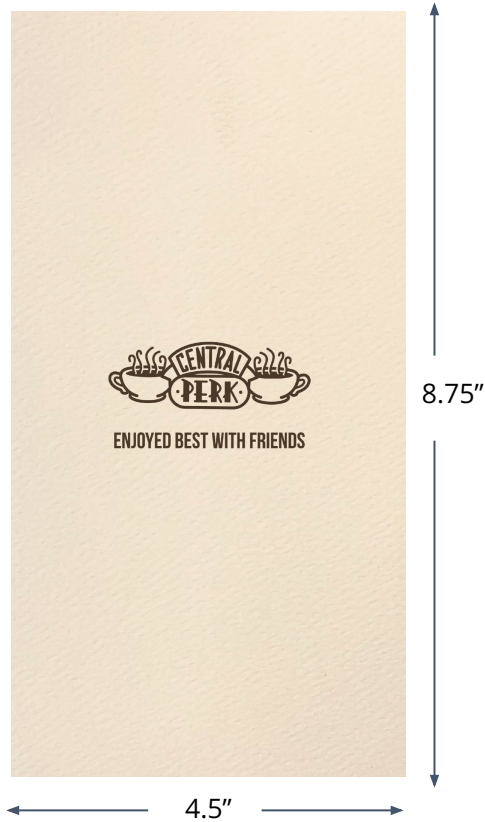




Royal Sundance Textured, Natural White 70 lb. Text



Royal Sundance Textured, Natural White 70 lb. Text



Print on linen stock cut to spec.



Print on wrapping paper in rolls and cut to box specs.





NOTE: This was one of the client's favored recycle textured paper, but it ended up being hard to source due to the current paper shortages





UNAVAILABLE until September.

[Cardstock Warehouse](#)

5000 pcs; 250/reem

20 reems x \$34.90 = \$698.00

Oatmeal Speckleton

8.5" x 11"

80lb sheets only

NOTE: This was one of the client's favored recycle textured paper, but it ended up being hard to source in large quantities due to the current paper shortages.



Example thank you and promo card with sticker. Below is an example from another client.



FINAL QUOTE

SINGLE WALL **KRAFT** TUCK FOLD BOX , 1/C | **OUTSIDE & INSIDE** PRINTING (2 SIDED)

QUANTITIES - 10,000 EACH SIZE

SIZE	DIMS - TBD	EACH	DIE	COLOR PLATES
BOX 1	4.5"L x 9"W x 4"D	\$1.21	\$1485	2@\$1375=\$2750
BOX 2	12"L x 9"W x 4"D	\$1.49	\$1485	2@\$1375=\$2750





No branded tape this round.

for CENTRAL PERK





F.R.I.E.N.D.S

WAREHOUSE INSTRUCTIONS

August 1, 2022



[CONFIDENTIAL]

BOX 1



1 Variety of Promo Coffee Cans

Pack either one of the promo cans of coffees, 1 Kcup box or 1 - 2 bags of coffee.



1 Kcup Box



1-2 Bags



BOX 2





Kraft Crinkle

BOX 2

Add crinkle to fit.



2-3 Kcup Boxes



3 Bags





Kraft Crinkle

BOX 2

Add crinkle to fit.



4 Kcup Boxes

4 Bags



BOX 2

Promo coffee tins, Kcups & Bag combos.



Kraft Crinkle

Add crinkle to fit.



1 promo coffee and 2 Kcups.

1 promo coffee and 2-4 bags.





BOX 2

If there are 4 Kcup boxes and a promo can, ship the can separately in Box 1. (Promo can and up to 4 bags of coffee fit Box 2. Slide 33.)



- Add a (1) sticker to every order.
- Place under the insert. (next page)

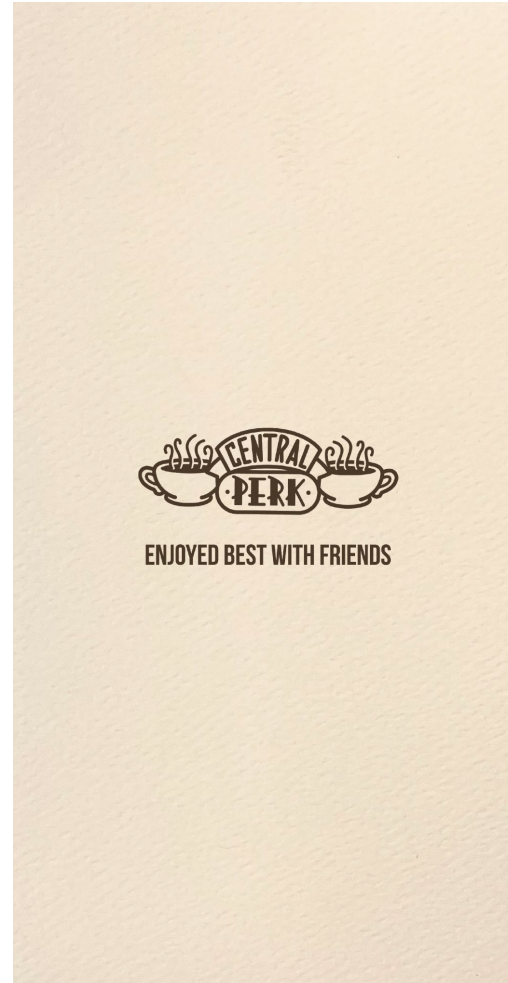
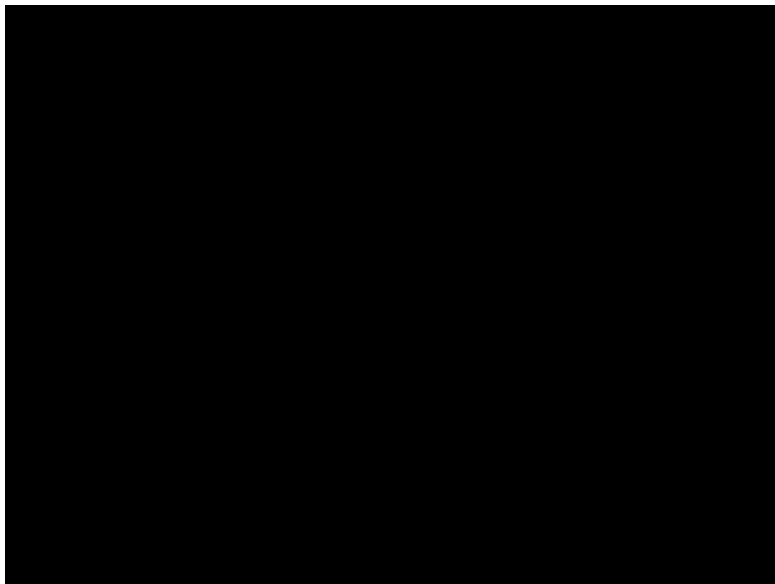


Both Boxes 1 and 2 have special cut inserts.

Place one over products and close box.

Place shipping label on BOTTOM of boxes. Try not to cover the box design.

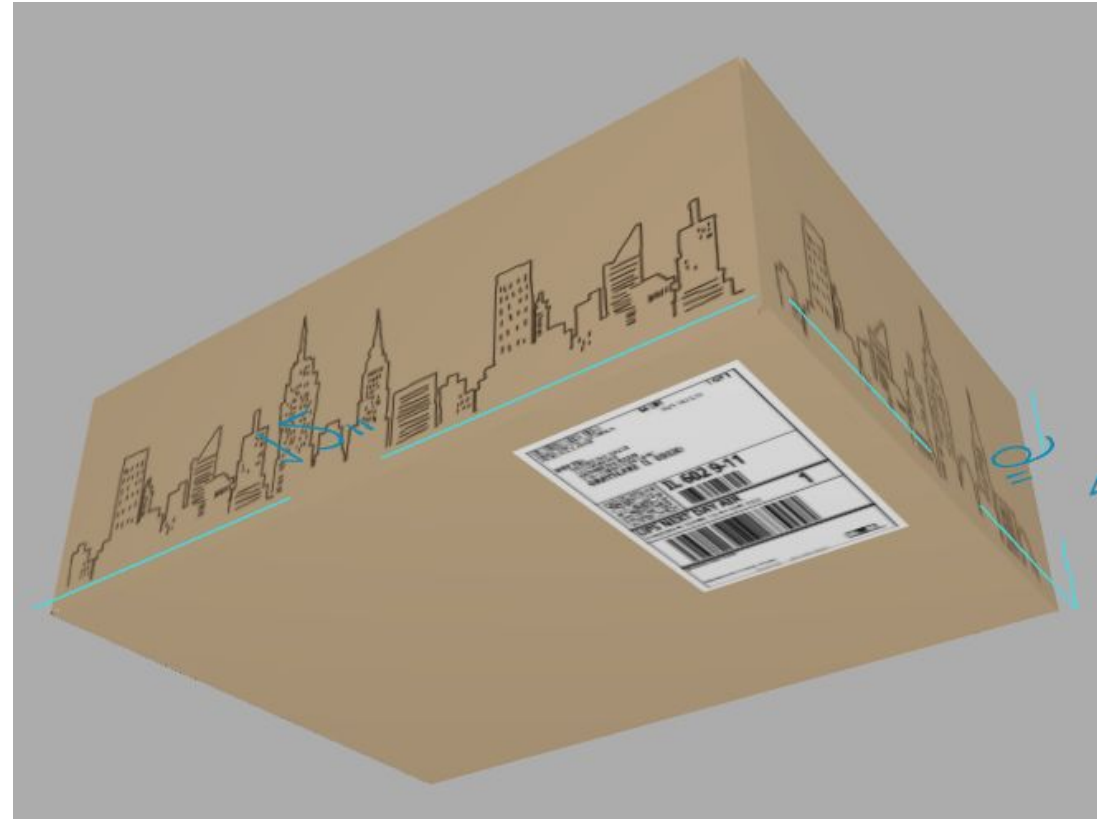
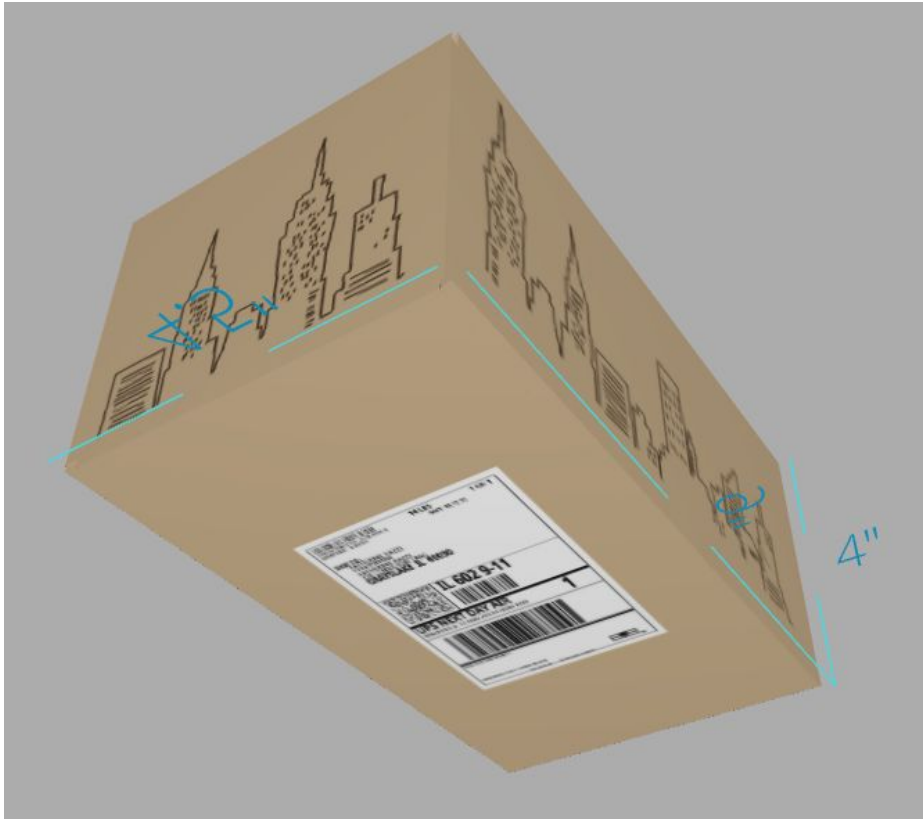
Cost: 12¢ each.



Both Boxes 1 and 2 have special cut inserts.
Place one over products and close box.



Place the shipping label on the **BOTTOMS** of boxes* to **avoid obstructing** the top box design.



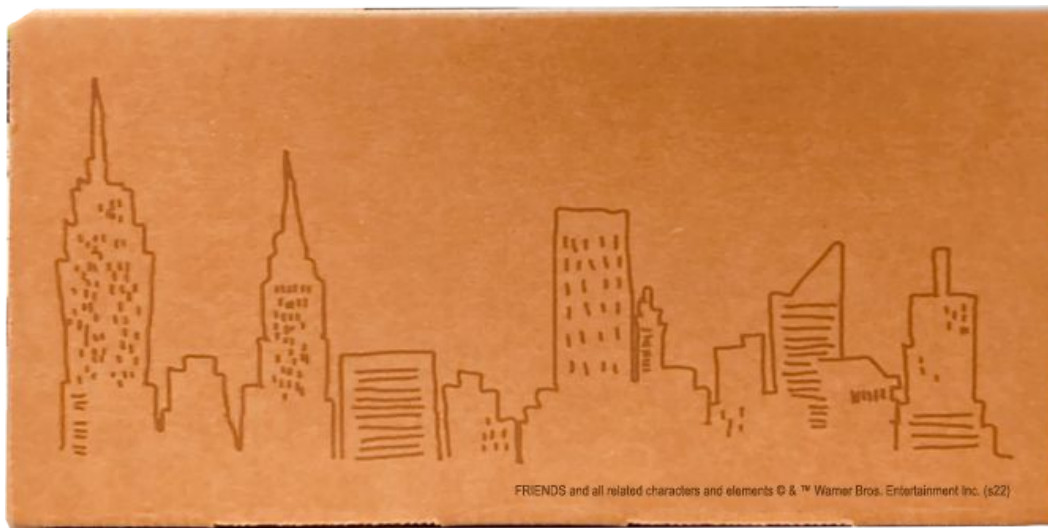
*OSM approved.

Directive Received on 8/11/22
From: James Aardahl, Greenlight

As a running change, we will need to add the following legal line to the exterior of the shipping box:
FRIENDS and all related characters and elements © & ™ Warner Bros. Entertainment Inc. (s22)

8/15 Jason's Direction: My preference is to have it much smaller (**maybe 9pt**) and pushed over to the right. It's not something I necessarily want to bring attention to, but it's something we need to have going forward. I'm good with it on the side of each box. Font can be Arial Narrow or Arial (either one is fine with me).

BOX 1 Side

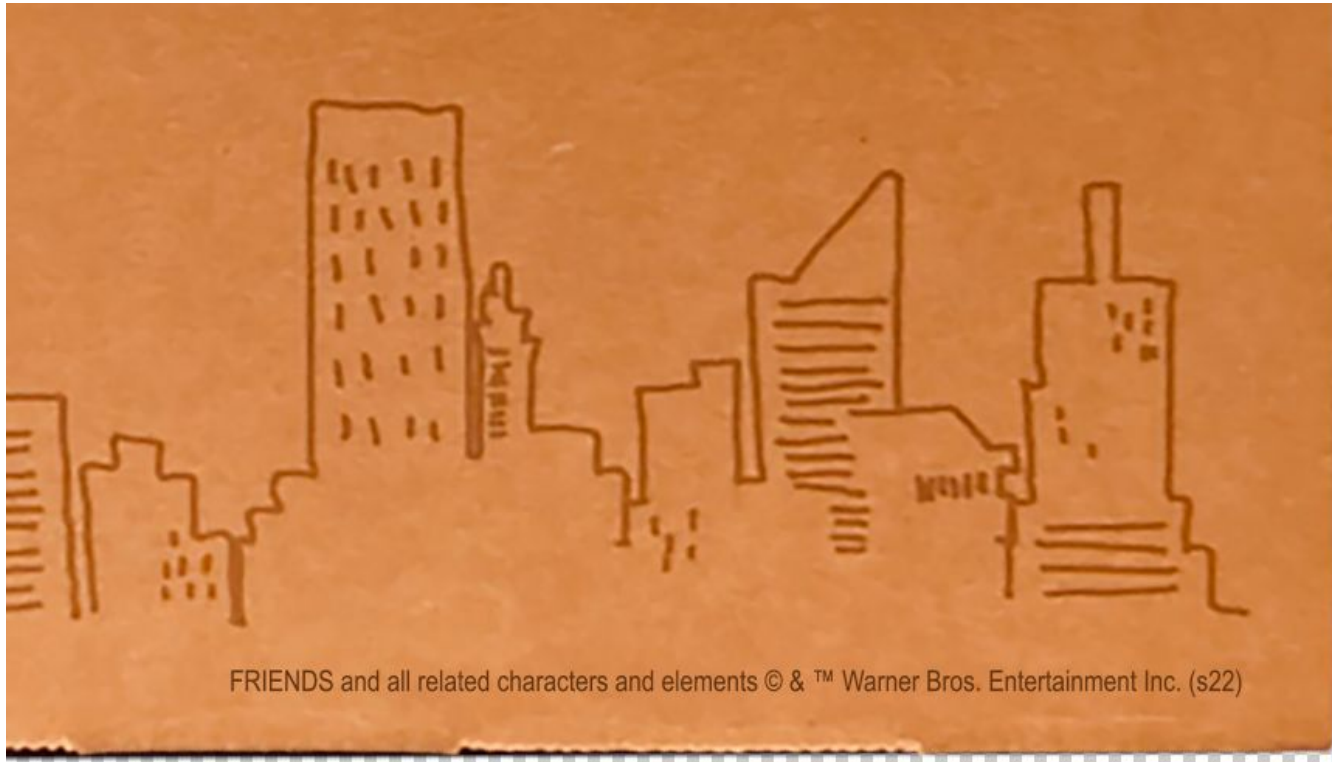


Arial Narrow 9 pt

BOX 2 Side

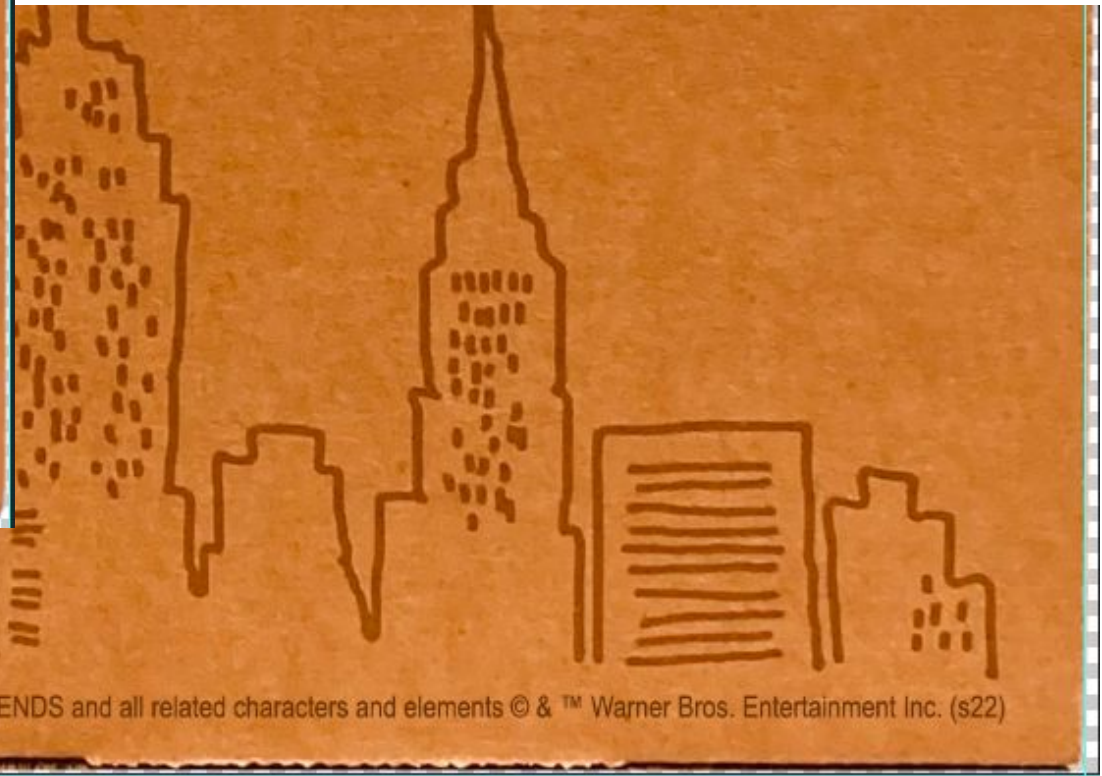


Arial Narrow 9 pt



FRIENDS and all related characters and elements © & ™ Warner Bros. Entertainment Inc. (s22)

Box 1 blown up.



FRIENDS and all related characters and elements © & ™ Warner Bros. Entertainment Inc. (s22)

Box 2 blown up.

850042258002 - Whole Bean - Medium - How You Doin'?

850042258019 - Whole Bean - Medium/Dark - Pivot Blend

850042258026 - Whole Bean - Dark - We Were On A "Coffee" Break

850042258033 - Ground - Medium - How You Doin'?

850042258040 - Ground - Medium/Dark - Pivot Blend

850042258057 - Ground - Dark - We Were On A "Coffee" Break

850042258064 - Single-Serve Pods - Medium - How You Doin'?

850042258071 - Single-Serve Pods - Medium/Dark - Pivot Blend

850042258088 - Single-Serve Pods - Dark - We Were On A "Coffee" Break

791484283767 - LTO Can - Medium - How You Doin'?

791484283736 - Whole Bean - Variety Pack

791484283743 - Ground - Variety Pack

791484283750 - Single -Serve Pods - Variety Pack

August 16, 2022

Per Shelly Kalmas:

After speaking with the Central Perk team they are moving the launch forward to next Wed 8/24.

The following is the tentative marketing / social post schedule surrounding the launch

1. 7AM ET on 8/24 with the PR release
2. 8AM ET on 8/24 email blast to Central Perk's "first to know" 11K
3. 8/25 Central Perk Social Support will start
4. Monday Aug 29 Warner Bros Social Post will Start
5. Monday Aug 29 Central Perk will start their paid media campaign.

