



# Casa Visco: Private Label Packing Information

Casa Visco is a 3<sup>rd</sup> generation family-owned manufacturer of pasta sauce. Located in Schenectady, NY, we have been making the highest possible quality products since 1945. If you're interested in packing your private label with us, please review the following checklist and specialty food business information first.

#### CONTACT

Casa Visco Finer Foods  
819 Kings Road  
Schenectady, NY 12303

888-60-SAUCE  
518-377-8814

Fax: 518-377-8269  
e-Mail: [info@casavisco.com](mailto:info@casavisco.com)





## PRIVATE LABEL CHECKLIST

The following checklist should be complete before contacting us about packing your private label.

**Do you have a scheduled process?**

A Scheduled Process is a detailed procedure for a single product issued by a recognized Process Authority that includes formulation, critical control points and processing steps, as well as storage, distribution and selling conditions/restrictions. [Learn more about scheduled processes.](#)

**Has your scheduled process been recognized by a Process Authority?**

A Process Authority is, based on regulations, a person or institution with expert knowledge and experience to make determinations about the safety of a food process and formulation. A Process Authority is required to maintain product confidentiality.

See a list of process authorities here:

<http://www.wvagriculture.org/images/Marketing/ScheduledProcessAuthority.pdf>

**Do you have labels & a UPC code?**

If you do not have labels and a UPC code, please contact the [Northeast Center for Food Entrepreneurship at the New York State Food Venture Center](#) (NECFE at NYSFVC). They can be reached at:

Phone: 315.787.2273

[necfe@nysaes.cornell.edu](mailto:necfe@nysaes.cornell.edu)

Mailing Address:

New York State Food Venture Center  
Cornell University / NYSAES Food Research Lab  
630 W. North Street / Geneva, NY 14456

**Do you have nutritional labeling?**

First, determine applicable regulatory requirements. Ask your state regulatory officials for help or contact the [NECFE at NYSFVC](#). Also, you may want to consult the [FDA Food Labeling Guide](#).

**Other contacts:**

**Wendy Hess**

Nutritional Analysis

802-863-3033

**Annette Schottenfeld, MBA, RD, CDN**

Nett Nutrition, Inc.

516-921-1514

**Abby Gernstein**

Nutritional Solutions

888-905-3663

631-423-9151

**Susan Allison**

Nutrition Food Labels

978-266-8973



## PACKING WITH CASA VISCO

We can pack any type of Pasta sauce in a wide variety of costs, from economical value based sauces to the super-premium sauces; however, our strength lies in making a super premium product at a reasonable cost.

We differentiate ourselves by the way in which we manufacture, we do not pasteurize (or inject steam into) our tomato sauces, we cook them all morning in specially made steam jacketed kettles, this method is more costly and time consuming but ensures flavors more like you would expect from homemade.

**The details of your jar/cap can greatly effect your costs:**

- **Caps:** Our cappers uses G-70, CT (Continuous Thread), not lug. See the picture below. We mostly pack gold generic caps with a safety seal. Custom caps are available at an increased cost.
- **Labels:** We run pressure-sensitive, 1-part labels.
- **Jars:** We pack in 16, 26, 32, 64 & 128 oz. sizes. Our most popular & cost efficient is the 26 oz. square mason jar.





## FAQs ABOUT PRIVATE LABELS WITH CASA VISCO

### **Q. Your recipe or mine?**

A. That's up to you. Some clients come to us with their restaurant's famous Homestyle sauce and want us to replicate it, and we do exactly that. It may take some tweaking, but with your schedule process and input, we can usually 'nail it' after the 1st or 2nd test run. Other clients come to us and say "We love your Marinara, can you put our label on it?" The answer is yes, we can do that as well.

### **Q. Do you have minimum runs?**

A. On a typical 26 oz. pasta sauce, the minimum run is 125 cases per sku +/- 10%

### **Q. When is payment due?**

A. Full payment is due upon receipt of your production run.

### **Q. Can you store the product for me?**

A. Typically, no. But, depending on your situation, we can discuss your storage needs.

### **Q. What kind of mixers do we use?**

A. We have a variety of mixers in our facility, we can make a very smooth or very chunky sauce or anywhere in between.

### **Q. Can you use imported or #10 can of tomatoes?**

A. Yes.

### **Q. How do I know you will not steal my recipe?**

A. We have been making sauce since 1945, we have seen every possible kind of sauce out there. If we wanted to be making a particular kind of sauce, we would already be making it. But, to lay any concerns to rest, we each would sign a confidentiality agreement.

### **Q. What is the next step?**

A. Email [Adine](#) to schedule a meeting to discuss partnership opportunities. During this meeting, we would tour the facility, review samples of your current products and copies of your schedule process, as well as sign the confidentiality agreement.



## PROS AND CONS OF STARTING A SPECIALTY FOOD BUSINESS

The specialty food business can be rewarding and exciting. It can also be a real struggle. Listed below are some pros and cons of starting and running your own specialty food business. The list is intended to provide a realistic picture of specialty food manufacturing. Keep in mind that several of the items listed are qualitative. That is, their importance depends largely on how strongly you feel about them.

### Advantages:

- Being your own boss.
- Creating your own work environment: hours, flexibility, etc.
- Doing something in which you believe
- Reaping the benefits of hard work and long hours directly.
- Variety, challenges, and opportunities for creativity, full use of knowledge
- More open earning and growth potential
- Satisfaction of a successful venture, a product well received
- Empowerment

### Disadvantages:

- Risk of failure
- Time Commitment — 60-70 hrs per week is normal
- Financial strain as assets become tied to business start up and success
- Strain on family due to financial and lifestyle change
- Emotional burnout
- Unavoidable business roles/requirements you'd rather not fill
- Rejection of your product by consumers

**Should you decide to pursue a specialty food business start up, there are a number of things you can do to minimize risk and maximize your chance of a successful, rewarding venture:**

- Develop a Business Plan
- Regularly review your business plan to remind yourself of goals and maintain focus
- Develop a marketing plan
- Learn and follow food regulations and requirements
- Maintain accurate, current records
- Analyze your financial status on a regular basis and make necessary adjustments
- Comparison shop for quality inventory in a timely fashion
- Learn to recognize and solve problems promptly
- Draw a line between your personal life and your business life and stick to it



## STEPS TO START A SPECIALTY FOOD BUSINESS

### Introduction

The following is a list of the basic steps to starting a specialty food business. While each specialty food business is unique and subject to specific product requirements, the list below outlines the overall process. The steps are grouped by topic. Keep in mind that each topic affects the others: your product type and packaging will affect your labels; the ingredients to make your product will affect your cost and production plans.

### The Product

1. Develop a prototype. Test it out on people. Collect and incorporate feedback on flavor, texture, and appearance.
2. Determine the market form you would like the product to have: shelf-stable, refrigerated, frozen, baked, canned, etc.
3. Determine the batch size you will need for commercial operation. A good start-up size for a liquid product (dressings, etc.) is 5-10 gallons. For solid product, consider a 15-25 pound batch.
4. Consult a [Process Authority](#) to scale up your recipe. Take the following into consideration:
  - *The formulation may change due to regulatory and food safety requirements.*
  - **Testing** (pH, water activity, etc.) may be required for compliance with regulations.
  - *It may take several attempts to achieve a scaled-up product comparable to the original; ingredient amounts will not change proportionately. For example, you may double the tomato sauce in a BBQ recipe but find you only need to slightly increase the amount of garlic.*
5. Get approval for your recipe from a Process Authority. This resulting document, a [Scheduled Process](#), will help avoid product safety and quality issues.
6. Determine the cost of ingredients based on your approved, scaled-up recipe.

### Business Planning

1. Write a [Business Plan](#). It will help you focus your business goals and determine if you need funding.
2. Consider liability insurance. It is affordable and can protect personal assets in the event of a problem with your product.
3. Determine a form for your business: sole proprietorship, corporation, partnership, limited liability, Subchapter Corporation.
4. Register your business with the state.
5. Get assistance from business resources: state agricultural departments, state extension organizations, SBDCs, SCORE, NECFE, local economic development agencies. [Agency Information](#).



## STEPS TO START A SPECIALTY FOOD BUSINESS CONT'D

### Labels

1. Decide on a product name.
2. Determine applicable regulatory requirements. Ask your state regulatory officials for help or contact [NECFE at NYSFVC](#). Consult the [FDA Food Labeling Guide](#).
3. Determine what storage information must be on your package: refrigerate, refrigerate after opening, etc.
4. Choose a size and shape which is compatible with your packaging.
5. Invest as much in your labels as possible. They are the first thing customers will see.
6. Make test labels, or labels for small, initial, batches, on a computer printer to cut costs.
7. Decide if you wish to make health claims. If you do, you must have nutritional analysis done and invest the time and money for FDA compliant nutrition labeling.
8. Decide whether or not to invest in a bar code. The registry fee is \$500, but most large stores and chains will not consider your product without one. If you do not plan to sell to large distributors, you don't need one.

### Market Decisions

1. Write a [Marketing Plan](#). It is a framework for research on competition, ceiling prices, target markets, etc. and structures your marketing goals and methods.
2. Decide where you will sell your product. Generally, start off small — at farmers markets, fairs, road-side stands, etc. These are also good places to test market your product.
3. Determine a selling price for your product, taking the competition and your financial needs into account.
4. Develop a distribution method: your car, the mail, a fellow specialty food entrepreneur, distributor, and broker.

### Production

1. Decide where you will produce your product: commercial kitchen, pilot plant or co-packer.
2. Find storage space for ingredients, packaging, and the final product.
3. Schedule time with experts at the production facility to learn about equipment.
4. Determine when, based on ordering supplies, you can produce and package product.
5. Schedule time at a processing facility to produce your product.



## ADDITIONAL RESOURCES

### Food Entrepreneur Resource Center

- [Agencies, Regulations](#)
- [Basics](#)
- [Business & Marketing](#)
- [Glossary](#)
- [Nutrition Analysis Companies](#)
- [Product Development](#)
- [Small Co-packers and Commercial Kitchens](#)

### New York Agencies associated with the Specialty Food Business

The following New York Agencies, provided with contact information, impact the Specialty Food Business. Please refer to your phone book for local agencies, chambers of commerce, and local health department information.

- [Food Business](#)
- [General Business](#)

List of Agency Sites: <http://www.state.ny.us/govagency.htm>

### Food Business

#### Department of Agriculture & Markets

<http://www.agmkt.state.ny.us/>

Covers: Food safety, food labeling, licensing, Farmers Markets, press releases, agriculture statistics.

#### Food safety & labeling Program information:

<http://www.agmkt.state.ny.us/Fsi/FSI1.html>





## General Business

### Department of State

<http://www.dos.state.ny.us/>

Business information, business registry, state information links.

NYS Department of State

41 State Street

Albany, NY 12231-0001

E-mail: [info@dos.state.ny.us](mailto:info@dos.state.ny.us)

Fax: (518) 474-4765

Phone: (518) 474-0050

### Governor's Office of Regulatory Reform's Business Permit System

Permit Assistance Database:

<http://www.gorr.state.ny.us/gorr/pas/pas2.nsf/LuFRM/Home?OpenDocument>

### Empire State Development

<http://www.empire.state.ny.us>

Business services, starting a business in NY, incentive program outlines

800-782-8369

Co-headquarters:

Albany Empire State Development

30 South Pearl Street

Albany, NY 12245

### New York City Empire State Development

633 Third Avenue

New York, NY 10017-6706

### Small Business Administration District Offices

<http://www.sba.gov/ny>

New York District Office

26 Federal Plaza, Suite 3100

New York, NY 10278

212-264-4354

### Syracuse District Office

401 S. Salina Street, 5th Floor

Syracuse, NY 13202

315-471-9393

315-471-9288 (fax)

### Buffalo District Office

111 West Huron Street, Suite 1311

Buffalo, NY 14202

716-551-4301

716-551-4418 (fax)

### Taxation and Finance

Small Business Information:

<http://www.tax.state.ny.us/sbc/default.htm>

### NYS Tax Department

Taxpayer Assistance Bureau

W. A. Harriman Campus

Albany, NY 12227

1-800-225-5829

TDD: 1-800-634-2110