

Coffee Packaging Evaluation Rubric

Coffee Brand: _____

Criteria	Excellent (4 points)	Good (3 points)	Satisfactory (2 points)	Needs Improvement (1 point)	Your Rating:
Protection and Freshness	Packaging is exceptionally effective in protecting coffee from oxygen and maintaining freshness. Uses high-quality seals and materials specifically designed for optimal freshness preservation.	Packaging adequately protects coffee from oxygen and maintains freshness. Uses good seals and materials but could have minor improvements.	Packaging provides basic protection and freshness, but there are noticeable areas for improvement in seal quality or material used.	Packaging is ineffective in protecting coffee from oxygen and maintaining freshness. Seal and material used are of poor quality.	
Informational Content	Packaging provides comprehensive product information, including origin, roast type, flavor notes, and expiration date. Information is clear, accurate, and easily accessible.	Packaging provides good product information, but one or two elements (origin, roast type, flavor notes, expiration date) are either missing or not clearly presented.	Packaging provides basic product information, but several key details are missing or unclear.	Packaging lacks essential product information, making it difficult to understand the product's origin, roast type, flavor notes, or expiration date.	
Marketing and Appeal	Packaging is exceptionally visually appealing and stands out on the shelf. Design strongly contributes to brand image and is likely to stimulate consumer interest and purchases.	Packaging is visually attractive and contributes positively to brand image, but may lack some elements that would make it stand out more prominently.	Packaging has a satisfactory appearance but lacks distinctive features that would make it stand out or significantly contribute to the brand image.	Packaging has poor visual appeal, does not stand out on the shelf, and contributes negatively to brand image.	
Sustainability	Packaging is outstanding in environmental friendliness. Made from high-quality sustainable materials, is fully recyclable, and demonstrates a strong commitment to sustainability.	Packaging is environmentally friendly, made from sustainable materials, and is mostly recyclable, but there are minor areas for improvement.	Packaging shows some effort towards sustainability, but lacks significant use of sustainable materials or recyclability features.	Packaging makes no apparent effort towards sustainability. It is not recyclable and does not use sustainable materials.	

Total Score: _____

13-16 points: The coffee packaging is of excellent quality, meeting or exceeding all assessment criteria.

9-12 points: The coffee packaging is good, with some areas excelling and others needing minor improvements.

5-8 points: The coffee packaging is satisfactory, meeting the basic requirements but with several areas needing improvement.

1-4 points: The coffee packaging needs significant improvement in most or all of the assessed areas.