

Coffee Packaging Evaluation: Observation Document

	Coffee Brand 1:	Coffee Brand 2:	Coffee Brand 3:
Protection and Freshness			
Does the packaging effectively protect the coffee from oxygen and maintain its freshness?			
What type of seal and materials are used?			
Informational Content			
How well does the packaging provide necessary product information (origin, roast type, flavor notes, expiration date)?			

	Coffee Brand 1:	Coffee Brand 2:	Coffee Brand 3:
Marketing and Appeal			
Assess the visual appeal of the packaging. Does it stand out on the shelf?			
How does the packaging design contribute to brand image?			
Sustainability			
Evaluate the environmental friendliness of the packaging. Is it recyclable or made from sustainable materials?			