

Ethnic Cuisine Packaging Evaluation Form

General Information

Product Name

Brand

Date

Evaluator Name

Visual Appeal

Design / Graphics

Color Scheme

Comments

Functionality

Ease of Opening

Ease of Resealing

Durability

Comments

Cultural Representation

Authenticity of Imagery

Clarity of Cultural Story

Comments

Informational Content

Ingredient Clarity

Preparation Instructions

Allergy Information

Comments

Overall Impressions

Strengths

Suggestions for Improvement