

## FREEZE-DRY LABEL QUIZ

Test Your Label Knowledge

# Ready to Sell Your Freeze-Dried Products — But Unsure About Your Labels?

### 10 Label Mistakes

Freeze-Dry Sellers

Don't Realize They're Making



# 10 Label Mistakes

## Freeze-Dry Businesses Don't Realize They're Making

A quick guide to review before printing your labels.

### 1 The Product Name Isn't the Most Prominent Text

Customers should instantly know what the product is.

If buyers have to look closely to figure out what the product is, the label may not be doing its job.

### 2 Missing Net Weight on the Package

Even when not required in every situation, customers often expect to see net weight.

Buyers naturally compare products and want to know how much they are getting.

### 3 Ingredient Lists Written Informally

Food products typically follow a standard format when listing ingredients.

Many new sellers list ingredients casually instead of using the typical structure customers expect to see.

### 4 Missing Business Contact Information

If customers love your product, they need a way to find you again.

Many labels forget to include a website, phone number, or other contact details.

### 5 Fonts That Are Too Small or Hard to Read

Decorative fonts can look nice but often become difficult to read on small packaging.

Clear, simple fonts almost always work better.

### 6 Labels That Print Blurry or Incorrectly

Some designs look great on screen but don't print well.

Low-resolution images, poor contrast, or incorrect print settings can cause labels to look blurry & difficult to read.

Always test a few labels before printing a full batch to ensure everything prints clearly and fits properly.

### 7 Labels That Are the Wrong Size for the Packaging

Some labels are too small and look unfinished.

Others are too large and wrap awkwardly around packaging.

### 8 Labels That Look Cluttered

Trying to include too many graphics, colors, or fonts can make labels feel busy.

Clean layouts usually look more professional.

### 9 Missing Information Required for Your Area

Some states require specific statements or information on food labels.

Many sellers discover this after printing their first batch.

### 10 The Flavor or Variety Isn't Easy to Identify

Customers should immediately know what flavor or type of product they're buying.

If the flavor name is small, hidden, or missing, shoppers may skip the product rather than trying to figure it out.

# Label Wisdom

Simple truths that can make your labels more effective

## “Just because you can add it... doesn’t mean you should.”

Many new label designs try to include too many graphics, fonts, and colors.

In most cases, simpler labels look more professional and are easier for customers to understand quickly. When it comes to food packaging, clarity beats decoration.

## “Your label is your silent salesperson.”

At markets, stores, or online, your label often speaks for your product before you do.

A clean, clear label helps build trust and makes your product feel more professional.

## “A good label doesn’t just look nice — it answers questions.”

Customers naturally look for certain information when buying food products.

- What is the product named?
- What’s inside the package?
- How much is inside?

## “If customers have to study your label, it’s too complicated.”

Shoppers usually decide in just a few seconds whether to pick something up. Your label should make it immediately clear **what the product and flavor is**.

If customers have to search for that information, the label may need simplification.

## “Customers can’t come back if they don’t know where to find you.”

Many freeze-dry labels forget to include a website, phone number, or other contact information.

If someone loves your product, your label should make it easy for them to find you again and reorder.

## “A good product earns a customer. A good label brings them back.”

Your label isn’t just packaging — it’s marketing.

A clear, recognizable label helps customers remember your product and find you again after their first purchase.

# Test Your Freeze-Dry Label Knowledge

Take this quick 12-question quiz to see if you're truly ready to design and print your freeze-dry labels.

Before printing labels for your products, ask yourself the following questions.

For each question, ask yourself:

*“Could I confidently explain this to someone else?”*

- Yes — **I understand this**
- No — **I'm not sure**

If you're unsure, choose No.

## Questions 1–6

1

**Do you know what information is required to appear on your freeze-dry product label?**

- Yes  No

2

**Do you know how ingredients should be properly listed and formatted on a food product label?**

- Yes  No

3

**Do you know if net weight is required on your label in your state?**

- Yes  No

4

**Do you know which piece of information, if left off your label, could cause you to lose repeat customers quickly?**

- Yes  No

5

**Do you know what information should be the most prominent on your label?**

- Yes  No

6

**Do you know the most commonly missed item on a label that can leave customers confused?**

- Yes  No

# Continue the Quiz

## Questions 7–12

7

Do you know what small design mistake can instantly make your label look unprofessional?

Yes  No

8

Do you know what printing mistake causes many labels to come out blurry or unprofessional?

Yes  No

9

Do you know the one simple step you should always take before printing a full batch of labels?

Yes  No

10

Do you know how to organize the information on your label so customers naturally read it in the right order?

Yes  No

11

Do you know the easiest way to make your label easier to read from a few feet away?

Yes  No

12

Do you know what small mistake on a label can cause a customer to put the product back instead of buying it?

Yes  No

Give yourself 1 point for every “Yes” answer.

Your Score: \_\_\_\_\_ / 12

Now check your score below to see what it means.

# How Did You Score?

## 10–12 Points

**Nice work!** 🎉

You clearly care about doing things the right way and learning how labels actually work.

Many freeze-dry business owners never take the time to ask these questions. Just taking this quiz already puts you ahead of the game.

***Inside the workshop, you'll learn how to fine-tune and polish your labels so they look professional and instantly make sense to customers.***

A great product deserves a label that makes it stand out, look trustworthy, and be remembered.

## 6–9 Points

**You're off to a good start** 👍

You already understand some important label basics.

But freeze-dry labels have a lot of small details that can easily get missed — and those details often make the difference between a product that looks homemade and one that looks truly professional.

**Your label is often the first impression** customers get of your product.

**Making sure the important information is clear, easy to read, and placed correctly can make a big difference in whether someone picks it up — or walks past it.**

The workshop walks through these details step-by-step so you can design labels that build trust and help your product sell.

## 0–5 Points

**First of all — great job taking the quiz. Seriously.**

Most new freeze-dry businesses start designing labels before learning the basics, so the fact that you're checking your knowledge first is a smart move. The good news is that label design isn't complicated once you understand the key pieces.

**Inside the workshop, you'll learn exactly:**

- what information belongs on your label
- how to structure it so customers understand it instantly
- how to avoid the most common label mistakes
- how to design labels that print clearly and look professional

**Your product is the star of your business.**

The right label helps customers notice it, trust it, and remember it.

## If You Answered “No” to Even a Few of These Questions...

**You're not alone** —many freeze-dry businesses discover these details only after printing their first batch of labels.

Once you understand the basics, designing professional labels becomes much easier.

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### Want the Full Answers to the Quiz?

Inside the Freeze-Dry Label Workshop, we walk through each of these topics step-by-step so you can confidently design labels that:

- clearly explain what your product is
- look professional and easy to read
- follow the structure customers expect
- avoid the most common labeling mistakes
- print clearly and fit your packaging properly

***When customers instantly understand your product, they're far more likely to pick it up, trust it, and buy it.***

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### What You'll Learn Inside the Workshop

- Create labels that look professional and build trust with customers
  - Make sure your labels include the information required for food products
  - Structure your labels so customers instantly know what they're buying
  - Choose the right label materials and packaging for freeze-dried foods
  - Design labels step-by-step without needing graphic design experience
  - Print labels that look sharp, clear, and professional on your packaging
  - Avoid the most common mistakes that make labels look homemade
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### Your Product Is the Star of Your Business

The right label helps customers notice it, trust it, and remember it.

 [Learn more about the Freeze-Dry Label Workshop](#)

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