

# Europa Food Labs CRM v1.0

## User Manual

Customer Guide & Platform Overview



Projects



Messages



Notifications








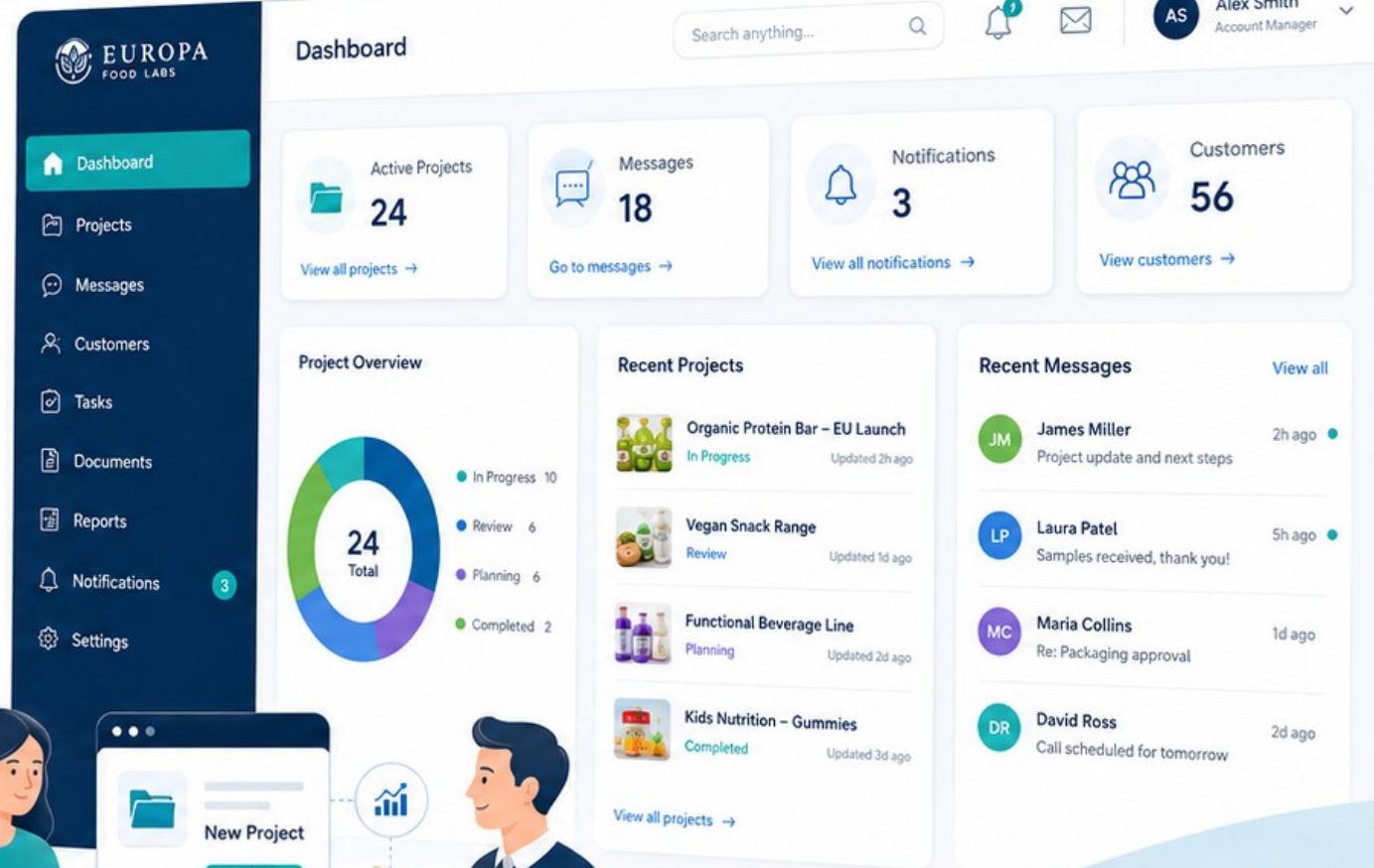
Customer Management



# 1. Platform Overview

## What Europa Food Labs CRM Helps You Do

-  Submit new development projects
-  Track project progress
-  Communicate directly with our team
-  Receive automatic notifications
-  Access project information in one place



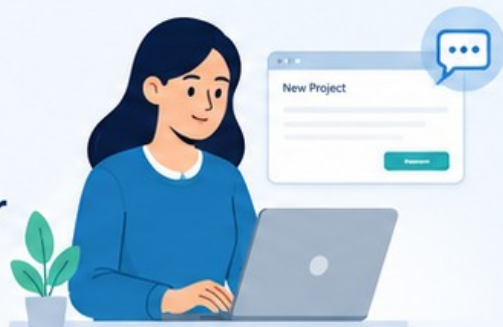
**i Who is this guide for?**  
New customers using the Europa Food Labs CRM portal for project submission and communication.

# 2. User Roles

Who Uses the Platform



## Customer



- ✓ Submit projects
- ✓ Send and reply to messages
- ✓ Track project information



## Admin



- ✓ Review submissions
- ✓ Coordinate communication
- ✓ Manage customer records



## R&D Team

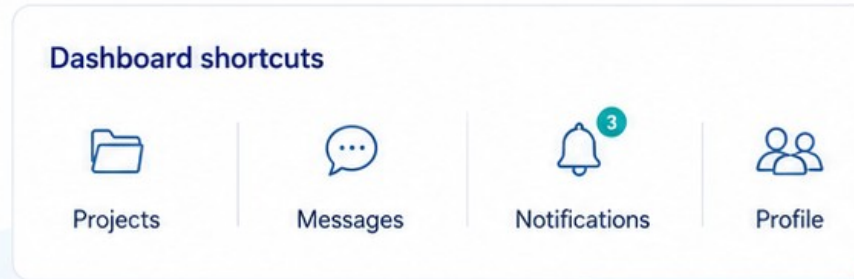
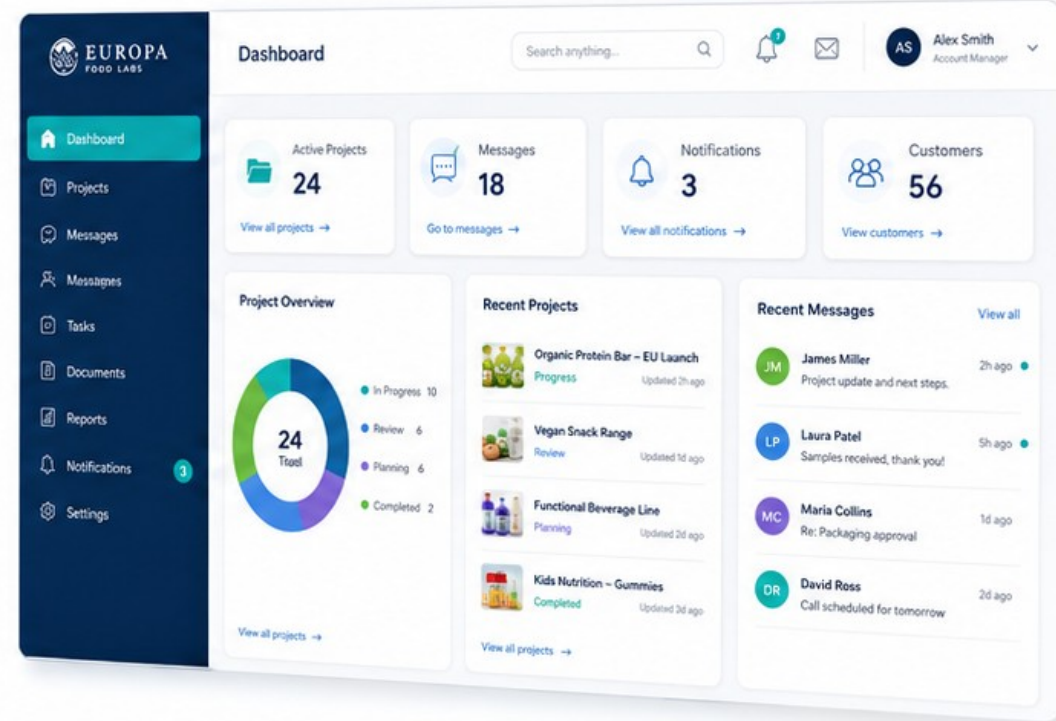
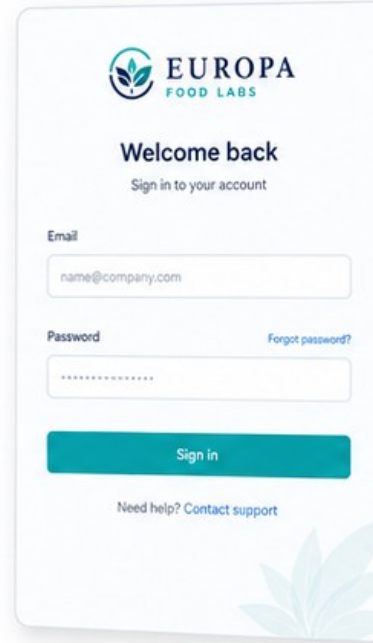


- ✓ Review development requests
- ✓ Follow project status
- ✓ Receive notifications

# 3. Login & Dashboard

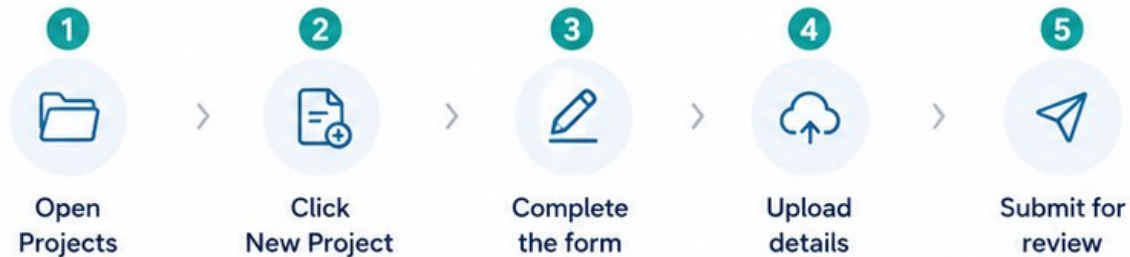
## Getting Started

Log in to your Europa Food Labs CRM and access your personalized dashboard.



# 4. Submit a New Development Project

How Customers Send a New Request





## After submission


Your project is received by Admin and R&D and moves under review.





## New Development Project

 Product Category \*

 Packaging \*

 Target Market \*

 Estimated Volume \*

 Comments

### Upload Details








Drag & drop files here or click to browse  
PDF, DOC, PPT, XLS, Images (Max. 10 MB each)

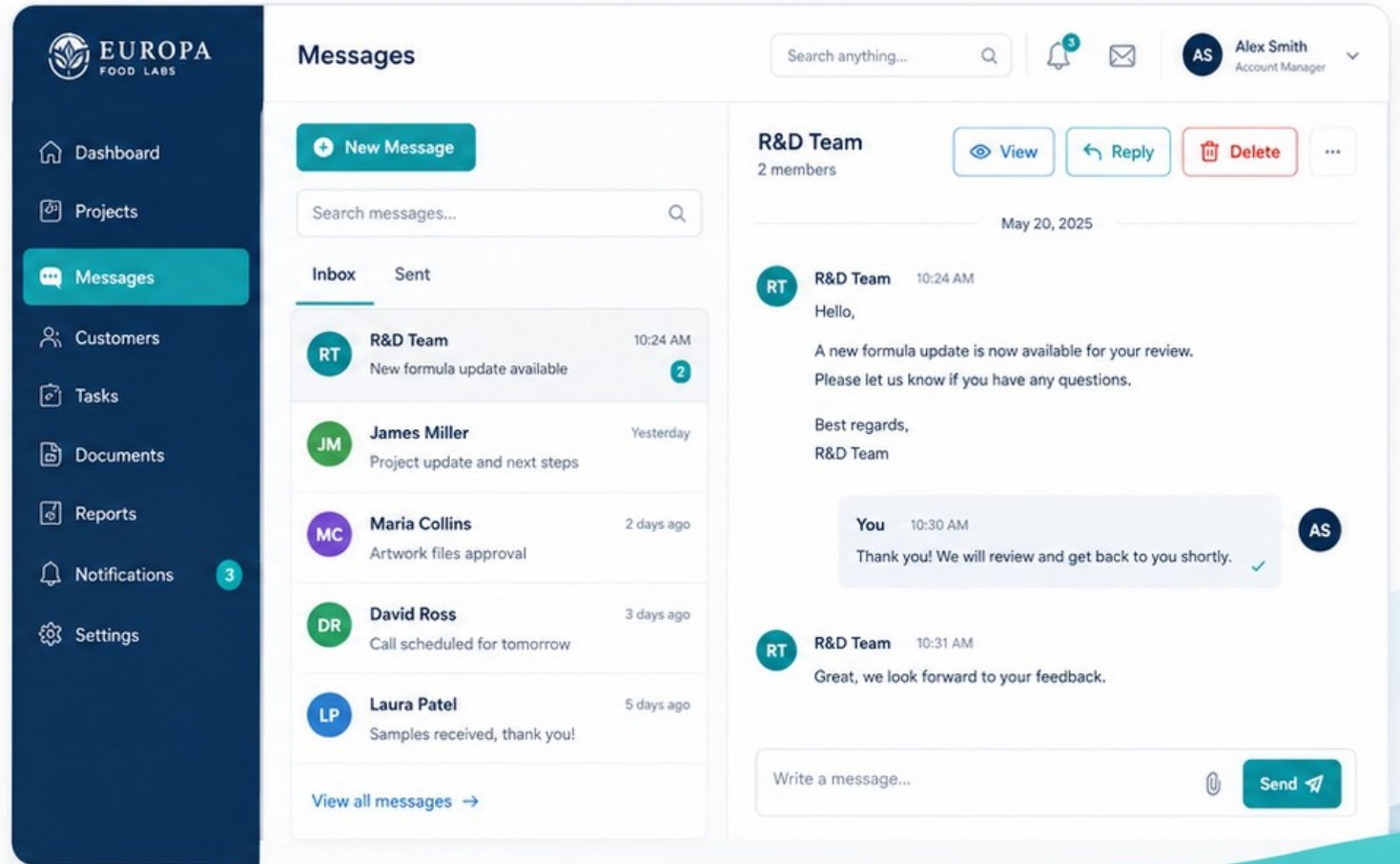
Submit for Review

# 5. Messages & Communication

## Stay in Contact with Our Team

-  Send a new message
-  View your conversation history
-  Reply directly to existing messages
-  Receive updates from Admin and R&D





 **Tip:** Use the Reply button to keep all communication organized in one thread.



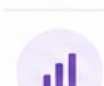
The screenshot shows the 'Messages' interface of the EUROPA FOOD LABS system. On the left is a dark blue sidebar with navigation options: Dashboard, Projects, Messages (highlighted), Customers, Tasks, Documents, Reports, Notifications (with a '3' badge), and Settings. The main content area is titled 'Messages' and includes a search bar, a 'New Message' button, and an 'Inbox' list. The inbox list contains five messages from R&D Team, James Miller, Maria Collins, David Ross, and Laura Patel. On the right, a conversation thread is shown for the 'R&D Team' (2 members) dated May 20, 2025. The thread includes a message from R&D Team at 10:24 AM about a formula update, a reply from 'You' at 10:30 AM saying 'Thank you!', and another message from R&D Team at 10:31 AM. At the bottom of the thread is a 'Write a message...' input field with a 'Send' button.

# 6. Notifications & Project Status

## Stay Updated Automatically

-  Confirmation after project submission
-  New message alerts
-  Reply notifications
-  Status updates in your portal

### Notifications View all

-  Your project has been submitted successfully.  
Project ID: PRJ-2024-0824 2m ago
-  New message from Maria Collins  
Regarding project: Organic Protein Bar – EU Launch 15m ago
-  Your reply has been sent  
Project ID: PRJ-2024-0824 32m ago
-  Project status updated to Under Review  
Project ID: PRJ-2024-0824 1h ago



# 7. Required Documents & Next Steps

## What You Need Before Project Review

-  Company Certificate 
-  VAT Registration 
-  Brand Trademark or Application Confirmation 
-  Product Brief 
-  Packaging & Market Requirements 



## Next Steps

-  Submit your project
-  Our team reviews your request
-  We contact you through the CRM
-  Development process moves forward



For support, please communicate directly through the CRM platform.

# 8. Ingredients & Flavor Library

Choose from thousands of online options



Browse ingredients and flavor concepts online




Filter by category, market, application, and certification



Request sample combinations for your project




Add selected options directly to your project brief



## Ingredient & Flavor Library

Discover premium ingredients, flavor concepts, and packaging solutions.

My Selections 

Search ingredients, flavors, botanical extracts, and more...

Category  Market  Application  Certification  Form  Source

Flavors & Flavor Concepts

Botanical Extracts

Vitamins

Minerals

Sweeteners

Colors

Acids & pH Adjusters

Functional Ingredients

Juice Bases

Tea Extracts

Packaging Options

Raspberry Burst Flavor

Echinacea Purpurea Extract

Vitamin C (Ascorbic Acid)

Magnesium Citrate

Monk Fruit Extract ( Reb M 50%)

3 items selected

### Refine Results

**Certification**

- Non-GMO
- Organic
- Vegan
- Kosher
- Halal

[Show more](#)

**Form**

- Powder
- Liquid
- Granular
- Oil

[Show more](#)

1234 results

# 9. Novel Food & Product Information

## Compliance details for safer product development



- [Dashboard](#)
- [Accounts](#)
- [Projects](#)
- [Products](#)
- [Documents](#)
- [Tasks](#)
- [Reports](#)
- [Settings](#)

Products > P-2024-0156 > Compliance Download Summary Edit

### Botanical Protein Blend

In Development

Product ID	Category	Owner	Status
P-2024-0156	Plant-based Ingredient	R&D Team	In Progress

**Compliance Checklist** 100% Complete

- ✔ Ingredient status Complete
- ✔ Approved use Complete
- ✔ Conditions of use Complete
- ✔ Labeling notes Complete
- ✔ Target market Complete
- ✔ Technical files Complete

**Compliance Details**

Ingredient status	Novel Food (EU)
Approved use	Food supplements, beverages, plant-based foods
Conditions of use	Max 3 g/day Not for use in infant formula
Labeling notes	"Contains [ingredient name]." Not suitable for children under 1 year."
Target market	EU, UK, Switzerland
Technical files	5 documents <span style="float: right;">View all &gt;</span>

- View detailed ingredient and product information
- Check Novel Food status before development
- Review conditions of use and labeling notes
- Keep compliance documents connected to each project

Final regulatory confirmation is completed during project review.

```

graph LR
    A[Ingredient selection] --> B[Novel Food status review]
    B --> C[Documentation check]
    C --> D[R&D confirmation]
    D --> E[Customer update]
  
```

# 10. Detailed Product Information

What customers can view before selecting ingredients or products

- ✓ **Ingredient profile**  
Name, category, function, recommended application, flavor notes, usage range.
- ✓ **Technical documents**  
Specification sheets, allergen notes, certificates, safety and quality documents.
- ✓ **Market & application filters**  
Beverages, juices, energy drinks, functional drinks, tea extracts, supplements and more.
- ✓ **Project connection**  
Selected flavors and ingredients can be added directly to the customer project brief.

## Online Library Example

Flavors

Botanical Extracts

Vitamins

Minerals

Sweeteners

Colors

Juice Bases

Tea Extracts

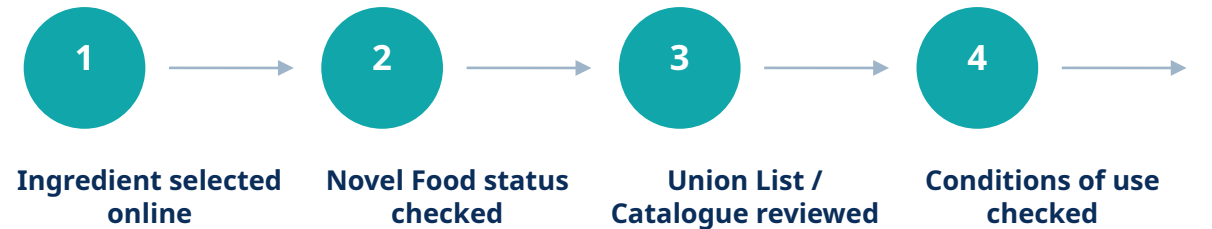
Packaging

Add selected options to Project Brief

# 11. Novel Food & Regulatory Review

## How Novel Food information is used inside each customer project

Europa Food Labs CRM can include Novel Food and product information fields for every product or ingredient record. The purpose is to help customers and the internal team review regulatory status early, before development moves forward.



### Novel Food record may include

- Novel Food status
- Authorised use categories
- Conditions of use
- Labelling requirements
- Technical specifications
- Linked compliance documents

Final regulatory confirmation is completed during project review.

# 12. Important Regulatory Note

**For customer clarity before development starts**

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Novel Food information in the CRM is provided as a project review tool. It helps identify ingredients that may require additional checks, restrictions, labelling notes, or authorisation before use. It does not replace final legal or regulatory approval for a specific product, target country, claim, dose, label, or recipe.

**Official references used for Novel Food review:**

European Commission Novel Food Status Catalogue; EU Union List of authorised novel foods; Regulation (EU) 2015/2283; Commission Implementing Regulation (EU) 2017/2470 and later amendments.

**For support, customers should communicate directly through the CRM messaging system.**