

## Product Development, Packaging & Certification Category

Supportable Activities	Non-Supportable Activities
<ul style="list-style-type: none"> <li>• Cost of raw ingredients for R&amp;D (e.g. wholegrain flour, functional sugar)</li> <li>• R&amp;D manpower costs (e.g. salary)</li> <li>• Engage external consultants to assist with R&amp;D (e.g. FIRC)</li> <li>• Packaging design (e.g. artwork, extend shelf-life)</li> <li>• Taste tests (e.g. sensory)</li> <li>• Lab tests and certification (e.g. low GI tests, NIP tests)</li> <li>• Special equipment for R&amp;D (e.g. food texture tester)</li> <li>• Trial production run (e.g. small batch for sampling, quality control)</li> </ul>	<ul style="list-style-type: none"> <li>• Production costs (e.g. actual mass production)</li> <li>• Machinery (e.g. production machine, packing machine)</li> <li>• Non-related lab tests and certification (e.g. GMO, pesticide free, sustainability)</li> </ul>

## Marketing & Publicity Category

Supportable Activities	Non-Supportable Activities
<ul style="list-style-type: none"> <li>• Non-Tactical Advertising (all mediums are supported, e.g. print, digital, social media, radio, TV, vehicle wraps)</li> <li>• Sampling (e.g. samples packs, booths, outsourced promoters, delivery) for <u>trade</u> and/or at <u>trade</u> premises (e.g. retailers, supermarkets, F&amp;B outlets)</li> <li>• Marketing collaterals for trade (e.g. flyers, posters, brochures, videos)</li> <li>• Listing/Processing fees</li> <li>• Engage external marketing &amp; PR consultant/agency</li> <li>• Engage brand ambassadors/influencers</li> <li>• Trade shows (e.g. booth space, design, construction and set-up)</li> <li>• Trade memberships (e.g. SMFA, RAS, culinary institution)</li> <li>• Premiums and contests for trade customers</li> </ul>	<ul style="list-style-type: none"> <li>• Tactical Advertising (e.g. with messaging of consumer discounts, free gifts)</li> <li>• Sampling at roadshows, community, charity events (i.e. not targeted at trade)</li> <li>• Marketing staff salary and/or sales incentives</li> <li>• Premiums and contests for consumers</li> <li>• Hardware costs (iPads, LCD panels)</li> <li>• Operational costs and overheads (e.g. electricity, rental, manpower, logistics)</li> </ul>

## Trade Promotion Category

Supportable Activities	Non-Supportable Activities
<ul style="list-style-type: none"> <li>• *Trade discount (e.g. up to 10% discount off selling price) with 10% cap or max \$0.25/kg for Healthier Oil <b>OR</b></li> <li>• *Bulk purchase rebate (e.g. buy 10 get 1 free, buy 10kg rice get 1kg rice free) with 10% cap</li> <li>• Trade customer loyalty programme (e.g. drinks dispensers, display shelves, rice cookers for regular purchase of healthier ingredients)</li> </ul> <p>*NOTE: Grant applicants must choose <u>either</u> trade discount or bulk purchase rebate to administer to any one customer.</p>	<ul style="list-style-type: none"> <li>• Direct discounts to consumers</li> <li>• Premiums to consumers</li> <li>• Operational costs and overheads (e.g. electricity, rental, manpower, logistics)</li> </ul>