

Research Objectives

Organoleptics

- Taste, Texture
- Visuals: Color, Appearance

Preferred Ingredients

- Address the need to incorporate new or boost ingredients to enhance the marketability of the Product. i.e. Proteins, Calcium, Nutraceuticals, BioActives, Dietary Fiber

Ingredient Eliminations

- Often the elimination of certain components are needed to improve the health and wellness potential of a Product. i.e. Sugar, Salt, Simple Sugars, Saturated Fats, Cholesterol, Artificial

Ingredient Reduction

- The task of reducing certain elements of a Product are desired to further improve an aspect to address new markets. i.e. Simple Carbs, Calories, Fats

Label Optimization

- Look to formulate a Product that would have a simplified ingredient list or highlight an ingredient or pre-treatments such as Organic, Natural

Maximize Shelf Life

- Normally low moisture Product need to have a minimum of 1 year shelf life. As the moisture level increases the challenge is to maintain the Product's integrity over as long a shelf life as possible.

Pricing Strategies

- From the outset the project needs to establish price ceilings for the formula development phase.
- Competitive Pricing at the retail shelf must be integrated into the costs for formulating, packaging, manufacturing and distribution.

Manufacturing Feasibility

- Ideally a new Product should be manufacture-able on an existing production line while preserving control of any technical know-hows, trade secrets and such to have an edge on the competition.