

IDENTIFYING CONTRACT MANUFACTURERS TO PRODUCE A NOVEL PROBIOTIC FRUIT SNACK



Multinational Food & Beverage Company

In order to remain competitive in the F&B industry, companies need to identify areas of opportunity and execute on new products. In this case, the Client wanted to launch a novel probiotic fruit snack using nut butters and vegetative probiotic strains within 6 months.

CHALLENGE

The Client engaged PreScouter in this Research Support Service Project to aid in their search for contract manufacturers capable of rapidly commercializing the target product.

APPROACH

Working with the Client's R&D team, PreScouter conducted secondary research using a staff of 3 scholars with experience in food science to search for the best contract manufacturers to fit the Client's needs.

In addition, PreScouter's outreach team conducted primary research to confirm the manufacturing capabilities for selected contract manufacturers of interest.

OUTCOME

PreScouter identified 3 contract manufacturing candidates for the Client to directly contact.



The Client was able to begin initial development discussions with one of the contract manufacturers identified by the PreScouter team.