

FINDING CONTRACT MANUFACTURERS TO PRODUCE A DRINK TABLET PRODUCT LINE



A Major Food and Beverage Company

The client was looking to identify partners who could manufacture effervescent drink tablets that would provide the same flavor, electrolyte and functional claims as their ready-to-drink products.



CHALLENGE

The client engaged PreScouter in this Research Support Service project to help identify companies that would be able to manufacture this product line for them and serve as agile partners for future products in similar platforms.



APPROACH

To tackle the client's challenge, PreScouter worked to identify and qualify potential manufacturers meeting the client's "must-have" and "nice-to-have" criteria in terms of manufacturing capabilities and facility qualifications. This was carried out in two key phases:

1. Secondary research to identify, profile, and prioritize potential manufacturers meeting the client's criteria
2. Leveraging PreScouter's Outreach Team to anonymously interview the best-fit manufacturers and confirm their capabilities



OUTCOME

Having **identified over 55 manufacturers** and **reaching out to 30** to confirm capabilities, PreScouter compiled a comprehensive landscape of all considered and profiled manufacturers in the form of a database with prioritized and ranked alternatives. The team presented these insights to the client along with a list of the **top 8 manufacturers** that had been confirmed to be currently available and able to manufacture the product line according to the client's specifications and meet their quality standards.

