

IDENTIFYING SUITABLE CONTRACT MANUFACTURERS FOR THE PRODUCTION OF SUPPLEMENT GUMMIES



A Multinational Food and Beverage Company

The client was looking for contract manufacturers capable of production of their supplement gummy product line that could go on to serve as agile partners for future products in similar platforms.



CHALLENGE

PreScouter's challenge in this Research Support Service Project was to identify and profile suitable partners with the ability to manufacture gummy supplements delivering functional benefits for three specific needs: before, during, and in recovery from exercise. The client's criteria were that potential partners have manufacturing expertise with gummy experience and R&D along with pilot capabilities to support formula development and optimization.



APPROACH

The PreScouter team conducted secondary research to identify and profile **over 55 potential manufacturers** meeting the client's criteria. The Outreach Team then anonymously interviewed **22 of these manufacturers** to confirm their capabilities.



OUTCOME

PreScouter presented the client with actionable recommendations consisting of the **top 6 manufacturers** that had been confirmed to be currently available and able to manufacture the client's desired product line according to their specifications and meeting their quality standards. The team also provided a comprehensive landscape of all considered and profiled manufacturers in the form of a database with prioritized and ranked alternatives.

