

Getting the Recipe "Just Right" ... and on *Your* Timetable

The Mission:

- Help a snack food manufacturer reinvent its product line, go to market quickly, and achieve success in the ultra-competitive natural foods segment.

Method of Investigation:

- Evaluate and recommend new flavors for natural snack crisps, based on consumer taste trend research and demand analysis.
- Formulate new seasonings to meet rigorous standards at price points below the competition.
- Provide test samples on an expedited schedule to shorten time-to-market.

Our Actions:

- We brought the latest taste trend information and other valuable marketing data to the table ... ***then listened to our customer's needs and desires.***
- We quickly matched one flavor while developing four other completely new, exciting seasonings in a matter a days – all of them non-GMO and Whole Foods compliant.
- We were present at our customer's plant during all product sample tastings, acting ***immediately*** on feedback. We also made our own R&D facilities available to our customer.
- Upon approval of the flavor formulas, we mobilized our production operations, delivering the first seasoning shipments in less than 30 days.

The Bottom-Line Success:

- Exciting new flavors sparked market interest and quickly enabled our customer to expand nationally while landing several major chain store accounts.
- Product development times were reduced significantly, along with keeping ingredient costs lower compared to competitor pricing.
- Our customer has a ready resource for developing, testing and supplying new seasoning flavors for expansion into popcorn and several additional natural snack categories.

WHAT'S YOUR CASE?

What flavor challenges do you face?
Bring your unsolved cases to us!

Together, let's achieve

The Taste of Success™!

Contact us at info@fuchсна.com or

800-365-3229 • www.fuchсна.com



NORTH AMERICA

The Taste of Success™



... ON THE CASE

Look inside ...

*See how we helped our client achieve
The Taste of Success™ by jumping into
the natural snack foods market in
record time ...*

CASE #32

Winning with consumers begins with choosing the right ingredients for success.

At Fuchs North America, we provide those critical ingredients and deliver the **perfect blend of support** to you:

- Always delivering the right taste solution
- Quick response times so your project runs easily and without delays
- Extraordinary customer service and attention
- Access to valuable taste trend insights based on our own in-depth research and evaluation of changing consumer preferences

For 75 years, we've helped America's food manufacturers solve their most difficult seasoning challenges. We can do the same for you. Together, let's achieve ***The Taste of Success™***!

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NORTH AMERICA

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