



NORTH AMERICA

FUCHS NORTH AMERICA

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A magnifying glass with a black handle and frame, positioned over the text. The lens is focused on the text, which is slightly larger and clearer than the surrounding area.

CASE #29

Beating the Big-
Brand Competition
in Taste and
Goodness



... ON THE CASE

Look inside ...

*See how we helped our client achieve
The Taste of Success™ by beating the big-brand
competition in potato chip goodness ...*

CASE #29



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™!***

800-365-3229 • www.fuchsna.com



NORTH AMERICA

The Taste of Success™

Beating the Big-Brand Competition in Potato Chip Taste and Goodness

The Mission:

- Help a private-label snack maker meet – and beat – the leading potato chip brands in taste and quality ... while also keeping seasoning costs lower.

Method of Investigation:

- Match selected flavor profiles of the leading competitor products.
- Evaluate and recommend completely new potato chip products based on consumer taste trend research and demand analysis.
- Formulate new seasoning products to meet rigorous taste standards at price points below the competition.
- Provide test samples and variations on an expedited schedule to shorten time-to-market.

Our Actions:

- Working only from the ingredient declaration statement, we developed a perfectly matched cheddar/sour cream seasoning in a matter of days.
- After this success, we matched two additional flavors and successfully formulated five completely new SKUs.
- We worked seamlessly with three customer production facilities in two countries.
- Quick response times – even over holiday periods – enabled our customer to launch new/improved products faster than ever.

The Bottom-Line Success:

- Perfectly matched flavors dramatically increased sales volume while controlling ingredient costs.
- Five new product SKUs expanded our customer's potato chip offerings.
- Our customer now has a "go-to" ready resource for developing, testing and supplying new seasoning flavors for future line expansion.

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

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