



**CASE #00**

## Finding Tomorrow's Growth Flavors

### The Mission:

Successfully fill the new product pipeline for a national brand in strong growth category.

### Method of Investigation:

- Research and evaluate consumer taste trends in multiple categories to recommend a preliminary list of flavor ideas.
- Following customer feedback, present 12 new flavors in a demo that includes finished samples.
- Drill down to three winning seasonings for potential new product launch.

### Our Actions:

- We offered robust insights into consumer taste trends across several product segments.
- We delivered the right flavor samples ... quickly.
- We nurtured a collaborative effort between FNA and our customer's own R&D staff and product/marketing teams.
- We provided an extraordinary level of flexible customer care and support throughout the process.

### The Bottom-Line Success:

- An upcoming new product launch, as well as 3 well received flavors for their new product pipeline, thanks to a collaborative effort and winning seasoning formulations.



#### WHAT'S YOUR CASE?

What flavor challenges do you face?  
Bring your unsolved cases to us.  
We'll help you solve them! Together, let's achieve

*The Taste of Success!*

Contact us at [info@fuchсна.com](mailto:info@fuchсна.com) or  
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