

Ingredient evaluation

Options to assess your ingredients to help measure their performance and improve the chances of marketplace success

How we can help

- Production of prototype products / test baking
- Test brewing
- Suite of analytical tools for product assessment
- Horizon scanning to provide an indication of consumer perception
- Consumer and sensory testing
- Regulatory aspects
- Assistance with the assessment of novel food classification for the global markets
- How novel foods are defined and regulated in different countries
- Information about pre-approval procedures and competent authorities involved

Examples of product areas

- Bread and baked goods
- Beverages
- Meat and meat products
- Fruit and vegetables
- Sauces and spreads
- Pet food

