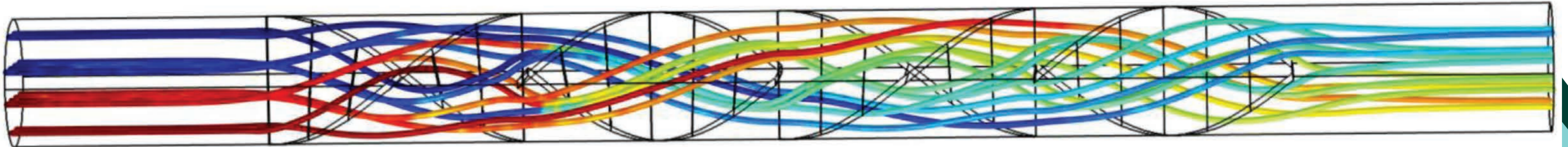


# Modelling and simulation for process and product success



Modelling and simulation are powerful tools which are used increasingly within the food industry for the design, optimisation and study of physical processes and products

## Modelling areas

We have capability to create models to simulate physical products and processes

## Solve problems

Simulation is a powerful tool to help answer a wide variety of questions

## Understand your products and processes

Running simulations can deliver key insight into how products and processes work, often delivering more information than classical experimentation

## Save money

- Optimisation to reduce processing time and energy requirements
- Develop process understanding so the effects of changing formulations can be predicted
- Run *in silico* simulated experiments - reducing the need for laboratory and pilot scale trials

