

CREATING AN ALLERGY-FREE FLAVOUR THAT CONSUMERS WENT NUTS FOR

Discover how our **FLAVOUR LAB** increased meal replacement options for allergy sufferers



Thanks to evolving consumer lifestyle choices and the food and beverage industries trying to stay on top of the ever growing obesity crisis, meal replacement products are in more demand than ever before.

This is reflected in the growing global meal replacement market that was valued at £11.71 billion in 2018 and is expected to expand at around 6.5%* in the coming years.

Hear how our **FLAVOUR LAB** helped increase the range of options available to weight conscious consumers that suffer with allergies.

Our allergy-free peanut butter story

Our mission is to help customers grow their businesses through product innovation. Half the time we do this when businesses come to us with a product challenge and the other half we go to customers with solutions.

This story begins with contract manufacturer **ORNUA FOODS** approaching us to help them with a client brief for a nutritional diet product brand. The goal was to reduce the number of allergens in the product, so that it appealed to a wider audience – resulting in a sales uplift.

The brand were conscious that their products don't cut out sectors of the market such as gluten free, halal and nut allergies, therefore meeting retailer and customer needs.



One for our flavourists

We instantly set up one of our **FLAVOUR LABS** and invited our global leading flavour principal **BELL FLAVORS** to join us and **ORNUA FOODS** in finding the perfect solution.

Research highlighted that peanut butter was one of the most sought after flavours for dieting audiences, due to its nutritional values and great taste. However, this created a few challenges for our allergy specific audience.

Creating the unexpected

BELL FLAVORS response was to come back with a flavouring made up of peanut butter compounds, but without using nuts – making it perfect for our allergy audience and a winner according to the market research.

Get in touch

By collaborating with our specialist teams, we can help you to create nutritional, meal replacement products of your own. Contact us today to hear how we can help you tap into the ever-growing meal replacement market.

For the full scientific facts and data, information about our **FLAVOUR LAB** or to find out how we can create products for your customers email: info@nutricol.co.uk or call our team on: 01787 478 855

Nutricol Ltd

7-8 Atlas Works, Foundry Lane, CO6 2TE