

CREATING THE UK'S FIRST PROTEIN CLUSTER FOR HEALTHY SNACKING

Discover how our collaborative approach fed consumer demand for healthier On The Go snacks



The desire to find something that isn't too time consuming to prepare is a must for many that need to eat while on the go. The trend for healthy snacking continuing to grow at around 4.2% a year*, as consumers look to refuel healthily during the working day.

The global healthy snacking market, which was valued at £56.51 billion in 2019 is projected to reach £78.19 billion by 2027*.

Discover how a collaboration with one of our product partners resulted in us creating the UK's first lifestyle nutrition protein cluster snack, instantly feeding the rapidly growing consumer demand for healthier convenient snacks.

Feast on our protein cluster 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.

Like many of our innovations, this success story was born out of another one of our collaboration sessions via our **INNOVATION LAB** with our cluster product partner.

By partnering with them, we very quickly realised that our protein knowledge and their cluster expertise would be the perfect partnership for the ever-growing healthy snack market. The output resulted in us inventing a Lifestyle nutrition cluster snack.



Reducing the guilt of daytime snacking

Our Soya, Pea and Whey protein cluster snacks instantly gave consumers something new and much healthier to add to their repertoire of snacks – that was high in protein and fibre, while being low in sugar. Our premix capabilities also meant that we could offer a wide range of flavour variants too, from white, milk and dark chocolate – through to more adventurous flavours like peri-peri.

Finding our audience

From past experience, we knew that inventing a new snack category would be hard to get traction from brands, so picking the right audience and brand was key to the success of our new innovation. After some extensive research we realised that our protein cluster snack would be well received by the lifestyle nutrition audience, who are continually looking for new ways to snack healthily while they're on the go. We approached a lifestyle nutrition brand, who instantly saw its potential and snapped up our peri-peri flavour.

OUR PROTEIN
CLUSTER SNACKS
REDUCE APPETITE
AND HUNGER LEVELS,
WHILE INCREASING
FAT BURNING,
MUSCLE MASS
AND STRENGTH**



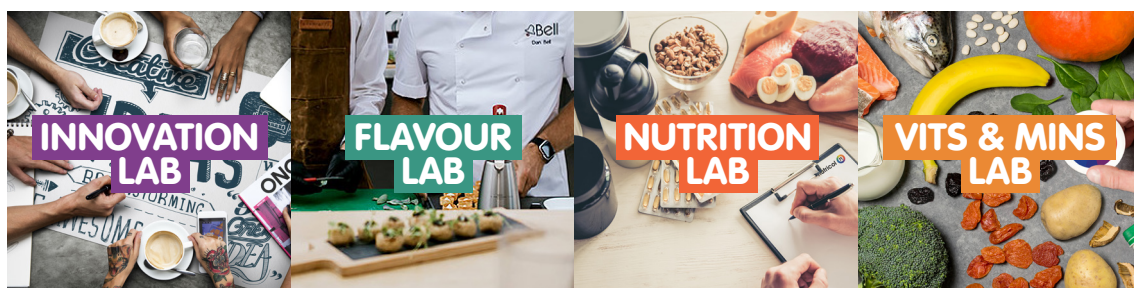
Our finished protein cluster snack

Thanks to our collaboration with our cluster partner and lifestyle nutrition client, we were able to create a new snacking occasion for busy people. It reduces appetite and hunger levels, while increasing fat burning, muscle mass and strength, through our high protein and fibre snacks that were also low in sugar. Since its launch, the appetite for protein clusters has gone from strength to strength.

Our COLLABORATION LABS

Collaboration is at the heart of everything we do. That's why we've set up a series of LABS that invite everyone to come and contribute to specific solutions. We bring together the best of the food and beverage worlds, retailers, ingredient specialists, flavourists, nutritionists, chefs and product suppliers.

Each LAB is designed to solve a specific nutritional ingredients challenge, with a completely bespoke team brought together for every unique brief. Speak to our team about how our LABS can add value to your business.



Other protein cluster products

Our innovative protein cluster snack has opened the door to a whole host of other brands who went on to create a new health snacking occasion. We have a bagging and packing facility that enables a variety of options for the brand to fulfil the needs of various consumers.

The science behind protein cluster snacks

There are many benefits to a high protein diet, including weight loss and improved metabolic health, which instantly make our protein cluster product so appealing.

Protein is proven to reduce appetites, hunger levels and the desire for late-night snacking, while boosting metabolisms, increases fat burning, muscle mass and strength. It's good for your bones and lowers your blood pressure, while helping you stay fit and helps repair your body after injury as you age.

Get in touch

By collaborating with our specialist teams, we can work with you to create protein cluster solutions of your own.

For the full facts and services around our protein cluster offering, our **COLLABORATION LABS** and how we can help manage your nutritional ingredient requirements, email: info@nutricol.co.uk or call our team on: 01787 478 855

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