NPD PROCESS

BEVERAGE & FOOD GURUS

PRE-BRIEFING

- Enquiry discussion with commerical director
- Client completes BFGS NPD Briefing document
- Customer project proposal provided
- Proposal accepted
- NPD Tech briefing meeting with client and director
- NPD alignment briefing document

STAGE 1

- Validation, literature review, regulatory checking, and ingredient permissions (if required)
- Ingredient sourcing
- Recipe development
- Bench top product tasting
- Recipe Revisions
- Recipe Approved
- RISE Test (Rapid Indicative Stability Evaluation)
- Documentation pack (includes NIP, ingredient list, commercial & technical information)
- Introduction to ingredient suppliers

STAGE 2

- Label and pack design
- Label review & approval
- Contract Manufacturer Selection
- Can corrosivity testing (if required)
- Sample preparation
- Focus groups, consumer tests, customer/retail sell ins
- Order ingredients from suppliers
- Package printing
- Factory Trial

STAGE 3

- Accelerated shelf life testing
- Shelf life report with recommendations
- Commercial Production
- Product Launch

KEY

- BFGS
- Clients Responsibility
- Milestone
- Client Involvement
- OPTIONAL STEP
- MEETING
- DOCUMENT
- APPROVAL STEP

Disclaimer: This is a generic process flow, for certain projects a different process may be required.

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