

# Innovation Journey

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## Research Your Trip

Check off as you go!

### Frame your consumer-needs driven concept

#### Execute preliminary market review

- Identify unmet consumer needs your brand can meet
- Research competitors

#### Determine brand goals and budget

- Establish your budget
- Understand consumer viewpoint of your brand to discover opportunities that fit
- Identify technology-driven or capacity opportunities

### FlavorSum Spotlight:

Discover trending categories and flavors by partnering with our insights experts

### Oasis Check-In:

Do you have alignment amongst your brand, your goals, the market, and the consumer?

Check off as you go!

## Hit the Road

### Lock-in base formulation and execute pilot plant trials:

- Consider ideal texture, protein content, sweetness, and flavor

### Determine manufacturing needs:

- Confirm if you will manufacture in-house or externally

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## Pick Your Path

### Execute in-depth market review:

- Perform a market sweep
- Use research to solidify how your concept will connect with consumers

### Establish supplier partnerships:

- Set up relationships with suppliers and consultants
  - Ingredients
  - Packaging
  - Flavors
  - Marketing Agencies
  - Product Development Consultants

### FlavorSum Spotlight:

Work with our R&D experts as an extension of your own team to bring your preliminary flavor concepts to life

### Oasis Check-In:

Are the flavor selections and base formulation working together? Are you going to be able to make the product?

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### Oasis Check-In:

Are your goals (formulation, financial, brand) within the realm of possibility?

### FlavorSum Spotlight:

Leverage our in-house expertise to refine your product concept and conduct in-depth market and consumer assessments

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## Rest Stop

Check off as you go!

### Test your product:

- Conduct qualitative and quantitative consumer research.
- Hold internal sensory testing.
- Confirm brand and taste alignment

### Fill your idea pipeline, and plan what's next:

- Limited time offers
- New flavors
- Product extensions

### FlavorSum Spotlight:

Verify positive consumer response. Work with our team to troubleshoot and fine-tune

### Oasis Check-In:

Are all the pieces fitting together: taste, eating experience, brand, manufacturing, suppliers?

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## Prepare for Arrival

Check off as you go!

### Confirm manufacturing details:

- Storage and supply
- Line time
- Food and human safety implications
- Packaging and nutritional labeling
- Submission to any appropriate regulatory bodies

### Finalize your marketing and advertising initiatives:

- Firm up promotion strategy: advertising, social media, referrals, trade shows, and more

### Oasis Check-In:

Do you have everything you need for a successful launch?

### FlavorSum Spotlight:

Work with our regulatory experts to obtain documentation, and place your purchase order

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## Reach Your Destination!

Check off as you go!

### Evaluate your product:

- In-market evaluation

### Oasis Check-In:

Do you need to adjust your commercialization plan?

Partner on new projects with your flavor supplier

**Contact Us to Kickstart Your Innovation Journey!**

### Nutrition Facts

Serving size 250g

Calories 345

%Daily Value\*

Total Fat 18%

Saturated Fat 23g

Sugar 12g

Sodium 7g

Cholesterol 5%

Protein 50%

Vitamin A 15%

Vitamin B 27%

Vitamin C 9%

**FlavorSum**  
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