

Innovation Journey

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Research Your Trip



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?



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

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

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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Rest Stop



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

Oasis Check-In:

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

FlavorSum Spotlight:

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

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Prepare for Arrival



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!



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

Trans Fat 12g

Sodium 7g

Cholesterol 2g

Protein 50%

Vitamin A 15%

Vitamin B 27%

Vitamin C 9%

Vitamin D 15%

Vitamin E 15%

Vitamin K 15%

Vitamin L 15%

Vitamin M 15%

Vitamin N 15%

Vitamin O 15%

Vitamin P 15%

Vitamin Q 15%

Vitamin R 15%

Vitamin S 15%

Vitamin T 15%



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