

## Raw Material Substitution by Lower Cost Alternative

### Task

Develop applications for new raw materials for a manufacturer of food and cosmetics ingredients. Demonstrate their utility as a cost-effective alternative for cocoa, diastatic malt powder or various flavours.

### Objective

Demonstrate and explain the new raw material properties to customers.

To accomplish this, recipes must be developed and attractively sampled to the customers to convince them to run tests.

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### Methods

- ◆ Internet research for possible applications of substitution products in the bakery and confectionery industry.
- ◆ In-house recipe developments that are reproducible in the clients laboratory.
- ◆ Telephone contacts and personal visits for promising projects.
- ◆ Having team members that are trained food technicians, we are able to make detailed and exact recipe proposals. As a result, customers can see the potential of these raw materials very quickly.
- ◆ Sales introduction.

### Results

Facilitated long-term customer relationships for the client.

Customers reported favourable results with our client's new raw materials compared to the previous formulations.

Generated a multi-digit tonnage sale of the new raw materials.