

# Case Study: Product Simplification

Reformulated food product to save \$3M while improving flavor

## Challenge

Food company was looking to reduce ingredient costs for chicken and beef by simplifying product formulations and reducing use of redundant ingredients.

## Solution

Engaged a flavors and formulations expert with extensive experience in developing meat and savory flavor bases to review formulations with the client team in the lab and pilot plant.



## RESULTS: \$3M SAVINGS + 7.0 HEDONIC LIKING

- Achieved flavor boost above or near 7.0 on hedonic liking scale
- Project team earned internal R&D Award

### Customer Liking Before/After Reformulation

