



5 Tips to develop a successful new beverage and brewery product!

**Testing the waters:
Turning beverage trends
into winning products**

Content

3

Introduction

3

Step 1: Developing the Concept

4

Step 2: Creating a Winning Prototype

4

Step 3: Going to Market

5

Step 4: Getting the Best Supplier Contracts

5

Step 5: Ensuring a Robust Supply Chain

6

Conclusion

7

Testimonials





Introduction

The beverage industry is constantly evolving, with new trends emerging every year. Consumers are now seeking unique craft and premium beers or innovative flavours, ingredients, and brewing techniques. Additionally, there is a growing demand for healthier and more environmentally friendly products. To succeed in this competitive

market, small and medium-sized beverage companies need to create innovative products that meet these conflicting demands. In this whitepaper, we explore the insights shared by five suppliers in the beverage and brewery industry to help you develop innovative and successful new products.



We've moved away from the past when a beverage should simply taste nice. Today, it should have something natural and healthy in it.
**Peter Roepers, Senior Food Technologist
PREFresco Beverage Lab**



Step 1 Developing the Concept

Peter Roepers of PREFresco Beverage Lab shares his insights into the challenges of creating a new beverage. Unlike creating a new pizza, where you can simply add new toppings, adding a new ingredient to a beverage can have a significant impact on the entire recipe. It is crucial to seek expert advice to create a workable recipe and a saleable product. Roepers emphasizes that consumers are looking for natural and healthy ingredients, and companies should aim to incorporate functional ingredients that have health benefits.

It's wise to develop 2-3 prototypes, to have a few alternatives on the table. But not more, because that drains your resources.

Xavier Papasseit, European Sales Manager ITS



According to Xavier Papasseit of ITS, creating a winning prototype is crucial for the success of the product. The prototyping stage is often overlooked, but it is essential to overcome possible issues that may arise in the later stages of development. Papasseit advises companies to create 2-3 prototypes with different alternatives to have several options on the table. However, creating too many prototypes can drain resources and delay the development process. He emphasizes the importance of finding a partner who can offer technical support and expertise to create a prototype that meets the market's taste, colour, texture, and functional requirements.



Step 2

Creating a Winning Prototype



Australian Native Products

There are a lot of twists and turns your product can take, whether for quality or cost reasons. Make sure you keep true to your original idea, identified from consumer discussions or market testing.

Ross Norris, General Manager Australian Native Products

Step 3

Going to Market



Ross Norris of Australian Native Products explains that one of the biggest challenges for beverage companies is launching the product on time. Small and medium-sized companies have an advantage here, as they do not need to launch new products around major retailers' schedules. Instead, they can launch the product when it is ready. Norris advises companies to consider seasonal launch windows, such as launching Christmas products in November or slimming products in the spring.

Cost is not the only important factor for an ingredient. The success of an ingredient is determined by the acceptance of our customers and of the end-user.
Hassan Jamil, Strategic Business & Venture Building Manager Dole Sunshine Company



Hassan Jamil of Dole shares his insights into how suppliers can bring down costs for customers. Jamil suggests that moving production closer to the raw materials can have a significant impact on cost reduction. He also highlights the importance of transparency in pricing, and companies should compare alternative products to determine the total cost. Jamil emphasizes that the success of an ingredient is determined by its acceptance among customers and end-users.



Step 4 Getting the Best Supplier Contracts



When purchasing raw materials, quality is a prerequisite. You then have to make the balance between price and availability.
Arjen Van den Wijk, Co-Founder Cibus Nexum

Step 5 Ensuring a Robust Supply Chain

Arjen van der Wijk of Cibus Nexum believes that local-for-local supply chains offer a lot of opportunities. Suppliers are setting up local distribution and supply chains to reduce costs and promote sustainability. Van der Wijk emphasizes the importance of maintaining quality when purchasing raw materials and balancing price and availability. He advises companies to look beyond their traditional expectations and explore new ingredient suppliers.



Conclusion

In conclusion, the beverage industry is constantly evolving, and companies need to keep up with the latest trends to remain competitive. In this whitepaper, we have explored 5 key takeaways from the 1-2-Taste Talks Food Ingredients podcast series. From developing a concept to ensuring a robust supply chain, each supplier offers unique insights into the beverage company's journey to introduce innovative and successful new products. To overcome supply challenges, 1-2-Taste offers a wide range of ingredients, transparent pricing, an easy-to-use interface, and technical product development support.

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Testimonials

Juriaan Jansen
JOPEN BEER



“ We often order from 1-2-Taste: testing a sample and getting exactly the same specs when ordering after is important for Jopen Bier. This is not something we can always rely on with others. Sometimes we need a very specific fruit-based ingredient or extract - these are **easy to find** on 1-2-Taste. Plus, their **fast and reliable service** ensures that the ingredients are fresh and delivered on time.

Frederik Kampman - Founder
LOWLANDER BEER



“ We from Lowlander Beer brew our beers with botanical ingredients as herbs, spices and fruits. Also we believe that we should not take too much from nature, but be responsible and sustainable. For these specific food ingredients we have turned to 1-2-Taste: Their selection of **high-quality ingredients** perfectly complements the bold and flavourful taste of Lowlander's beer.

Michel Deckers - Founder
MINER ENERGY



“ 1-2-Taste is the ideal party for us to work with, as they really helped us with supplies of **smaller quantities** of ingredients. This way, we were able to start our dream as a startup. They think with us and are **hugely committed**, which built a lot of trust.

Milo van Osch - Brewer/Owner
TWEEBROUWERS TELL ME



“ For Tweebrouwers Tell Me as craft brewers ordering the right quantity of ingredients is key. We don't want to waste ingredients, but with other suppliers we can only order a large volumes. 1-2-Taste gets us exactly this: high-quality professional ingredients in a **low order quantity** - and still at **decent prices**.

