

Anatomy of an Innovative Product

3 Key Considerations for Successful Product Innovation

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Quick Question

What's the most important factor in a consumer's purchasing decision?

Take a guess.

Taste matters

FLAVOR

Flavor is ranked as the most **important purchase driver** in a performance drink.*

67% of consumers say **flavor/good taste** is the attribute of **highest consideration** when ordering a functional beverage (on menu.)**

* Lightspeed/Mintel
** Datassential

Anatomy of an Innovative Product

The 3 Buckets (Pre-Product Launch)



1

Consumer

Who are you making it for?



who is the hero of your story?

Your consumer

For product innovation to be successful, it needs to resonate with your target market, they need to be ready for it, and they need to 'require' it.

Considerations for your exploration & ideation phase:

- Seek to solve a problem, create a new opportunity
- Keep it consumer-centric
- Be curious, creative & get inspired

During conceptualizing, consider:

- The right amount of differentiation (or similarity)
- Go back and critique... 'me-search' vs. research

Build an innovative product together

Millennial Women

**Beverage targeted toward
fitness-focused millennial
women**

Energy beverage featuring:

- + Dynamine™
- + TeaCrine®



Approachable Adventure Flavor Mapping

What do they know well?

*Fruit flavor from
Ubiquitous MAC stage
for Millennial Women*

Approachable

Watermelon

Peach

Green Apple

Cherry

What is new & exciting?

*Fruit flavor from Adoption
& Inception MAC stages for
Millennial Women*

Adventure

Tangerine

Kiwi

Nectarine

Lychee

Try everything!

Sample A

Peachy Lychee Flavor in Water

- **Share your thoughts now!**
- Flavor descriptors
- Why it works
- Flavor intensity



2

Formulation

How are you making it?



What is taste?

The sensation of flavor perceived in the mouth and throat on contact with a substance.

5 basic taste receptors:

- ① Bitter
- ② Sweet
- ③ Sour
- ④ Salty
- ⑤ Umami

Formulation Considerations: Ingredients

Taste your functional ingredients to determine how they will impact the taste of your product base.

Strategies to overcome inherent off-notes of functional ingredients:

- ① Adjust base – i.e. modify amount of functionals
- ② Adjust sweetener
- ③ Adjust your acid
- ④ If you're still having taste challenges, add taste modification

Sample B Unflavored Product Base

What's in the base:
Citric acid, sucralose,
Dynamine™, TeaCrine®

Share your thoughts now!



3

Flavor

Make it taste good!



What is flavor?

The overall taste experience of a substance/food product taking into consideration olfactory response, texture, mouthfeel

What is a flavor?

A very concentrated dry or liquid mixture that contains extracts, botanicals and aroma compounds to help mimic a desired flavor profile, enhance an existing flavor impression, or mask undesirable notes

i.e. peachy lychee flavor



Considerations for Optimal Communication with Your Flavor Supplier

Ways you can work with your flavor supplier to efficiently find the right flavor profile for your product:

- 1 Use a consistent language/lexicon**
Ideal descriptors, Gold standard references
- 2 Consider changes in ingredients, dosages**
Flavors, sweeteners, acids, and functional ingredients impact taste
- 3 Vocalize & work within project parameters**
Regulatory claims (Nat. vs. Art), Cost, Solubility & flavor technology

Sample C

Product Base + Peachy Lychee Flavor

- **Share your thoughts now!**
- Flavor & Taste Descriptors



Additional Tips & Tricks for Optimal Flavor

Your goal is the best, most crave-worthy flavor profile in a product.

Having challenges getting there?

- Consider **congruent flavors**
- Work with your flavor supplier on a customized, full flavor system using Optify™ or other **taste modification** (masking, enhancement)



Interactive Tasting #4

Sample D Finished Product!

- Peachy Lychee Flavor + Base + Optify™ Taste Modification Technology = Your Finished Power Powder!
- **Share your thoughts now!**



Peachy Lychee Power Powder

Featuring

Peachy Lychee Flavor, Nat WONF
Optify™ Bitter Masker Flavor, Nat

Prototype highlights

50mg Dynamine™
25mg TeaCrine®

Known Allergens: None

Ingredients: Citric Acid, Natural
Flavor, Potassium Citrate, Natural
Color, Sucralose, Dynamine™,
TeaCrine®



Key takeaways

Together, we built an innovative product

Our goal: to make a crave-worthy beverage by using the consumer perspective (story) to build the formulation which informed the flavor profile



Looked to the consumer



Determined a characterizing flavor



Identified base formulation



Optimized the formula w/ taste modification



Next, launch product, delight consumers, build loyalty and make \$



Do it all over again!

Like what you learned?

Join us for a Flavor University session!



FREE highly rated and non-commercial, courses covering the science behind flavor, the labeling landscape, to using flavor in your specific application.

Keep innovating!
