

The client and market

We are working with an **established consumer product company seeking to develop and launch a range of Ready-to-Drink (RTD), functional shot (<100ml) beverages**. The company has already developed a number of **successful consumer lifestyle brands for their global customer base**, and now wishes to leverage their knowledge and supply chain to offer new and differentiated products to the growing functional beverage market. Functional beverages can address various lifestyle requirements, providing the consumer with ingredients to benefit their physical and mental states, and are often aimed at specific target audiences.

The search

The client is actively searching for **experienced beverage development partners** whom they can work with **over next 12 months to develop and launch a new product range**. They have already identified a number of functional ingredients (e.g. caffeine, ginseng, theanine, etc) that they wish to use for specific effects (e.g. mental performance, mood management, performance, sleep aid, etc), and are looking to develop ambient beverages of less than 100ml. The company now requires a partner to assist with some/all of the following services: -

Short-term

- **White and/or Private label opportunities for functional shot beverages to launch quickly**

Medium to long-term

- **Ideation based on market intelligence**
- **Product branding**
- **Liquid formulation / development**
 - o **Expertise in stability, flavour (including taste masking) and efficacy of interest**
- **Ingredient / supplier selection**
- **Packaging**
 - o **Focus on recyclable/sustainable and child-proof is helpful**
- **Pilot scale production (e.g. for samples and consumer testing)**
- **Factory selection**
- **Production manufacturing**

The client does not have an interest in alcoholic or dairy-based beverages, and whilst they are not looking for fruit/vegetable drinks, the range could include fruit flavourings.

Partners with experience of RTD, 'on the go' shot formulations serving the sport supplements, functional drinks, energy, nutritional/dietary supplement markets would be of particular interest. The client has a preference for partners delivering end-to-end (i.e. concept to shelf) product development but will consider specialist development partners delivering only part of the required services.

What our client can offer

The company is looking for companies that will become trusted service providers for their NPD (New Product Development) teams. This therefore represents an excellent business opportunity for an ongoing partnership with a leading and global product manufacturer. All potential partners should be able to demonstrate their capability and experience for this search by way of case studies and supporting literature.

Please request and complete the Capability Questionnaire for this search and return with any supporting information, or provide details of any potential technology partner or service provider to Diane Kolonko via diane@strategicallies.co.uk