

The client and market

We are working with an **established consumer product company seeking to develop and launch a range of functional chewing gums**. Chewing gum is historically known for breath freshening (confectionary) products and to maintain oral hygiene. However, the chewing gum market is growing globally, as manufacturers increasingly look to use alternative and convenient product forms to deliver functional ingredients to consumers. 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 gum market.

The search

The client is actively searching for **experienced chewing gum suppliers (private label, white label or developers)** whom they can **work with over the next 6 months to launch a new product range in 2021**. They have already identified a number of functional ingredients (e.g. caffeine, ginseng, theanine, etc) that they wish to use for specific effects and now require a partner to assist with the development (if required) and manufacturing of such a gum product incorporating these and other functional ingredients. Partners should be able to provide products with the following requirements:-

Functional Chewing Gum

- **Contain minimum of 2 active ingredients**
- **Ability to add variety of flavours / aromas to reflect intended function / active ingredients**
- **Sugar free or low calorie**
- **Coated (with hard/solid outer layer)**
- **12 month shelf life (minimum)**
- **Manufactured under appropriate regulatory framework (e.g. cGMP for USA)**
- **Food grade ingredients**

Additional product features of interest include: -

- Differentiate products in the range by physical/visual appearance – e.g. colours, shapes, texture, etc.
- Delayed release of active ingredients / encapsulated actives / additional sensory experiences
- Contain natural / plant-based ingredients
- Allow specific grades – e.g. vegetarian, vegan, non-GMO, kosher, free of dairy / gluten / artificial colourings
- Packaging differentiation – e.g. recyclable, child-resistant, pocket-friendly, etc.
- Potential to create / own intellectual property relating to products

The client is interested in companies able to supply finished products, in addition to those providing custom development of products and pilot scale production (for samples and consumer testing).

What our client can offer

The company is looking for companies that will become trusted manufacturing partners. This therefore represents an excellent business opportunity for an ongoing partnership with a leading and global brand partner. 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