

### The client and market

We are working with an **established consumer product company seeking to launch a range of functional gummies**. Functional gummies represent one of the fastest growing nutraceutical segments globally. They are seen to be a more 'pleasurable', tasty and convenient way to consume nutritional supplements versus the more traditional powders and capsules. 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 gummies market.

### The search

The client is actively searching for **experienced contract manufacturers of gummies containing active ingredients**. They have already developed formulations containing functional ingredients (e.g., caffeine, ginseng, theanine, vitamins, etc) and are looking for a suitable partner to produce these finished recipes at scale. Partners should be able to provide products with the following requirements:

- **Weight – approx. 4 grams**
- **Format – pectin based, sugar-free with actives (approx. 22 ingredients per SKU)**
- **Minimum 12-month shelf-life**

Essential partner requirements:

- In house gummy manufacturing capability (starch OR starchless both relevant)
- Certifications including cGMP, CFR Part111, HACCP, ISO9001
- Experience of using active ingredients (including multi-active formulations)
- The capacity to manufacture large volumes (millions) of gummies per year
- Ability to produce gummies of various shapes (e.g., diamond, round, triangle)
- Choice of packaging options (sachet, jar, tin, blister – ideally with Environmental, Social & Corporate Governance (ESG) friendly properties e.g., recycled content or recyclable)

Preferred partner requirements:

- Experience of manufacturing dietary supplement products for global distribution
- R+D capability – stability, lab testing, compliance, and further development

### What our client can offer

The client 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 contract manufacturers to Diane Kolonko via [diane@strategicallies.co.uk](mailto:diane@strategicallies.co.uk)