

Distributors and contract manufacturers required for plant based egg products

Client overview

The client was a small, highly innovative and R&D driven company that had developed a range of plant-based egg ingredients and final products based on soy and a range of beans. The product portfolio was developed using extensive food science and processing expertise from both internal and external research partners, resulting in versatile, nutritious and tasty products with high protein content (equivalent to chicken eggs).

A growing IP portfolio encompassed finished products, intermediate ingredients and processing technology. The company had established manufacturing in its home market of Asia, and was supplying products to a range of restaurants and hotels, whilst scaling up its manufacturing capabilities for expansion outside Asia.



The searches

The client had accelerated its product roll-out and gained acceptance in Asian markets, and already had interest from UK customers. They therefore wanted to engage with established distributors serving the UK HoReCa market, independent restaurants, Vegan and Vegetarian focused outlets and restaurant / hotel chains looking to provide a plant-based offering. Additionally, to support their early UK customers and future distribution requirements, the client was searching for experienced contract manufacturers and packers to provide their range of SKUs across the UK and ultimately European markets. SAL worked with the client to define their potential partner profile, identify the most appropriate partners (based on product range, market reach and competitors) and then engage confidentially to assess their capabilities and willingness to engage. SAL combined insights from industry commentators with market data and partner engagement to build a landscape of the market to drive the client's go-to-market strategy.

Outcome

Over the **initial 3-month period**, the SAL team **identified and engaged with over 200 companies** providing distribution and/or manufacturing services.

16 companies were profiled, providing sufficient background for the **client to prioritise 6 for direct discussions.**

SAL was able to **provide insights into competitors** and the UK market, and also a **potential customer** needing a plant-based alternative for >80,000 eggs/month!

"... We really appreciate your invaluable time, advice and encouragement throughout our partnership..."