

## Client overview

The client was a leading food and beverage manufacturer seeking to reduce the complexity of their manufacturing processes. This large and well established business had production plants globally and manufactured a portfolio of dry, shelf-stable food products using a batch extrusion process. The client sought approaches and expertise to unlock capacity in the dry network, avoiding additional capital investment. This included finding individuals, experts and consultants with knowledge in the domain of decreasing manufacturing complexity, as well as equipment manufacturers with solutions in this space. Technologies relating to extrusion, automation, late stage product differentiation / mass customisation and packaging of the final product were all of interest to the client.



## The search

Strategic Allies Ltd (SAL) initiated a technology search (utilising secondary research and SAL's network), to uncover technologies that would enable the client to increase their food processing capabilities. Solutions and experts that claimed to decrease equipment downtime, increase production volumes, and enable enhanced differentiation after initial base product manufacture were assessed. Example of solutions identified included:

- Late stage differentiation equipment (in terms of colour, shape, size, flavour or variety)
- Batch to continuous solutions such as continuous mixers
- Approaches to reduce downtime (e.g. optimised / predictive maintenance and cleaning opportunities)
- Inline/online ingredient addition systems
- Automation of parts or all of the processing line including visual AI for product imperfection analysis
- Consultants with extensive experience in dry food formulation, extrusion and/or late stage differentiation

*“Some great ideas have been generated from conversations we have had with the companies identified. From that perspective, we have a really good list of ideas that we can work with.”*

*“Thanks for all the support and identifying these companies, you have made our work so much easier”*

## Outcome

**SAL prioritised 26 organisations for presentation to the client** - SAL presented a detailed overview of the technologies / services offered along with supporting literature or case studies if applicable. **The client took up direct contact with 6 companies** while other organisations were still being reviewed internally with the client's sustainability and procurement teams.

**As of our final contact, 3 NDAs have been signed** with conversations ongoing between our client and prospective partners.