

FRUCTOSE FROM CHICORY

STRATEGIES TO GROW YOUR BUSINESS

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In this case study, a regional sugar company engaged CPL to advise and make recommendations on the potential market for fructose syrups from chicory, as part of its diversification strategy planning process.

This short project considered what producers were doing, what customers thought, what were the price trends, and especially what the key parameters were with respect to entering the business. Specific recommendations were made to the client, including whether this represented a feasible commercial opportunity for them.

The study looked in considerable detail at the technology of fructose production and provided a number of economic scenarios based on different technical parameters.

FRUCTOSE FROM CHICORY

- Executive Summary
- Growing and Producing Chicory
- Processing of Chicory to Fructose Syrups
- Manufacturers and Distributors
- Customer and Formulator Views
- Quotas and Regulations
- Appendix with Product Specifications

CPL has worked on many projects related to sweeteners over the last three decades, for example the [Nutritive Sweeteners EU Competitive Strategy](#), and [Small Scale Sweetener Blends](#). You can find some further details of some of our projects on [sugars](#) and [sweeteners](#) by clicking on the appropriate links.

Please look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. You can also review [eight case studies](#).