

NEW PRODUCT CONCEPTS IN CEREALS

STRATEGIES TO GROW YOUR BUSINESS

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In this case study, a high-quality grain-based products manufacturer engaged CPL Business Consultants to identify new product concepts in cereals. CPL's client, a leading regional food manufacturer, required an external view of recent innovations. The aim was to assist with its new product development planning process. As a result, CPL reported on new concepts in cereals, and the client subsequently implemented these in new product development.

The objective of this project was to provide some new product concepts around bread and cereal-based consumer products. Although the bread and cereals market was conservative compared, e.g. to beverages or dairy desserts, there were several consumer trends.

We obtained ideas for new product concepts and trend indications, for example, by observing what others were making and selling. CPL did this by surveying supermarket products at seven sites in the US and one site in the UK. Products included breakfast dry and cooked cereals, bread, pasta etc. CPL obtained pricing and ingredient information and asked survey staff to look for new products. We provided the survey form, the statistical results and the conclusions in the report. We also included product literature for the new product concepts in cereals that we found.

As the client's trusted advisor, CPL attended various exhibitions and seminars to learn about new product launches. These included, for example, a mainstream food exhibition, a bakery exposition, and an organic products show. In addition, we made enquiries to product development staff within other companies. CPL identified several other potential opportunities during the course of this study and also included these in the report.

You can find a redacted outline of the study below.

NEW PRODUCT CONCEPTS IN CEREALS

Executive Summary

- Objective And Scope
- Method
- Summary

Cereal Product Concepts by Sector

- Breakfast Cereals
- Breakfast Cereal Bars
- Bakery Products
- Pasta
- Energy Bars
- Cereal Drinks
- Organic Foods

Ingredients in Functional Foods *e.g.*

- [Beta Glucan](#)
- [Omega-3 Fatty Acids](#)
- [Fructooligosaccharides](#)

Contact Reports

- Contacts in the cereal products market

Companies and Products

- Examples of key innovators

Ingredients of Interest *e.g.*

- Specific Dietary Fibres

Report on Exhibitions and Seminars *e.g.*

- Innovations and Future Trends

APPENDICES

- Appendix 1 – Survey Price Data
- Appendix 2 – Survey Forms
- Appendix 3 – Functional Food in Europe
- Appendix 4 – Fructooligosaccharides

CPL has worked on many ingredient topics, [for example low GI ingredients](#). Have a look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables, differentiators and case studies. You can also review [eight case studies](#).