

Case Study

Botanical Breakthroughs:

Unlocking Flavor Innovation for Beverage Reformulation & Market Leadership



Client's Objective

The client sought to explore innovative botanical flavors in beverages, focusing on extracting the flavor of botanicals & infusing the essence directly into beverages for enhanced taste profiles. The key challenges they faced were related to flavor stability, intensity, and color retention.

Our Strategic Approach

To help the client navigate this emerging trend, we adopted a multifaceted approach that included research, competitive analysis, and collaboration opportunities.

Comprehensive Botanical Flavor & Ingredient Analysis:

- We identified the most innovative botanical ingredients from both R&D and commercially successful sectors through a comprehensive investigation.
- The analysis involved categorizing key botanicals with unique flavor profiles based on their suitability for different beverage segments, such as energy drinks, sports drinks, protein drinks, and sparkling water.

Competitive Landscape & Industry Trends:

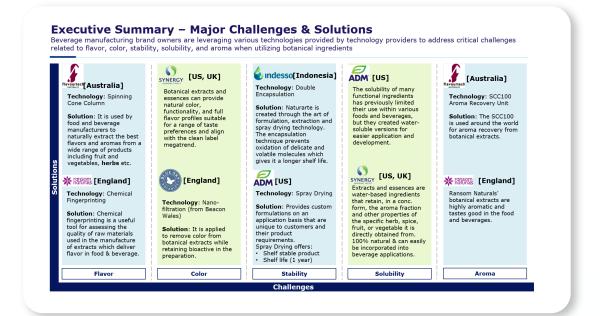
- We analyzed the competitive landscape, identifying key players successfully integrating botanical flavors into their products along with highlighting their strategies and market positioning.
- We provided a detailed understanding of how major beverage brands are currently leveraging botanical flavors and how they can differentiate their product offerings.

Partner Identification & Extraction Technology:

We identified a few best-fit partners for the client, focusing on novel extraction technologies that could effectively capture and preserve the full spectrum of botanical flavors.



Snippet





Impact

- Actionable Insights for Beverage Reformulation: The client gained a clear strategy for incorporating botanical flavors, with recommendations tailored to each beverage segment to meet consumer preferences and market demand.
- Prioritized Key Botanicals: The client identified high-impact botanicals for target beverage segments, ensuring they aligned with market trends and offered a competitive edge in flavor complexity and consumer appeal.
- Collaborative Partnerships for Extraction Technology: The client established partnerships with leading botanical extraction companies, securing access to advanced technologies that preserved flavor authenticity and supported scalable, sustainable operations.



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We are located at

India (HQ)

207-208 Welldone TechPark, Sohna Road Sector 48, Gurugram, Haryana 122018

+91 124 429 4218

Japan

1-12-14 Jinnan, 6F/7F/8F Shibuya Miyata Bldg, Shibuya-ku

+3 397 046 5950

Delaware (USA)

8 The Green, Suite B, Dover, DE 19901

+1 302 450 1418

California (USA)

99 S Almaden Blvd, Suite 600, San Jose, CA

+1 347 480 2054

5th Floor, Hahnstrasse 70, Frankfurt am main, 60528

+49 335 2773 4678

United Kingdom

13 Freeland Park, Poole, Dorset, United Kingdom, BH16 6FH

+44 207 193 3548

For enquiries e-mail us at contact@iebrain.com

Find more about us at www.iebrain.com

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