

Flavors, Colors, and Preservatives from Natural Sources

DESCRIPTION

An American Fortune 500 company invites proposals for alternative, naturally sourced ingredients – including novel and emerging flavors, colors, preservatives or other additives – to replace current traditional ingredients in food and beverage applications.

BACKGROUND

There is a growing desire throughout modern consumer society for products with simplified, natural ingredients in food and beverage products. When reading a product label, consumers prefer their products to highlight natural ingredients as opposed to artificial or synthetic alternatives. Unfortunately, for some applications – such as neon blue and other bright colors – there is no known natural alternative. In order to meet growing demand for naturally sourced ingredients, the company is seeking to identify novel additives, materials and ingredient technologies that can easily incorporate into existing food and beverage products.

KEY SUCCESS CRITERIA

Successful technologies will:

- Be naturally occurring or derived from a natural source (e.g. stevia)
 - Enzymatic solutions, fermentation, and other bio-transformations or extractions are acceptable as long as any reactants and enzymes used are also from natural sources
 - Have similar efficacy and functionality to current artificial/synthetic equivalents
 - Replace current ingredient in product formulations without noticeable change or impact to end product
 - Cost increase up 10% over current ingredient is acceptable
 - Must have line of sight to cost parity
 - Global supply must be sufficiently large to meet the company's supply demands
 - Materials/ingredients used preferred to be and characterized as edible and safe by authorized regulatory body
 - For example, GRAS materials in the US; materials listed as safe to consume by EFSA or by Codex Alimentarius
 - At a minimum the ingredients must be non-toxic
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- Ideally, the proposed solution would be familiar to most of the traditional consumer population and/or have a simple ingredient label.

POSSIBLE APPROACHES

Possible approaches include, but are not limited to:

- New and unique ingredients
- Creation of new ingredient from affordable bio-transformations
- Synergistic ingredients that alone do not exceed the interest threshold, but when combined in a product at certain minimum concentrations create a dramatic increase in efficacy and/or function

APPROACHES NOT OF INTEREST

The company is open to any viable approach that meets the Key Success Criteria outlined above.

PREFERRED COLLABORATION TYPES:

- Joint Development
- Contract Research
- Technology Acquisition
- Technology Licensing
- Supply Agreement
- Consulting
- To Be Negotiated

If you are interested, please respond to:

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