

## LANDSCAPING CO-MANUFACTURERS TO QUICKLY LAUNCH A NEW KETO-FRIENDLY PRODUCT



### A Multinational Food & Beverage Company

The Client wanted to quickly release a new food product and was seeking a suitable manufacturer partner with formulation and development experience to launch this quick-cycle innovation.



### CHALLENGE

The Client was looking for small- to medium-scale partners with capabilities and assets to make a keto-friendly toaster pastry.

The challenge for the PreScouter team was to identify and profile co-manufacturers with the capabilities and/or unit modifications available to produce a toaster pastry.



### APPROACH

The PreScouter team leveraged a stage-gated approach by first performing secondary research to identify manufacturers with publicly advertised capabilities in the United States, Canada, Mexico, and Europe. After landscaping 40 potential manufacturers, the 20 best-fit groups were prioritized and the PreScouter Outreach Team interviewed them to confirm capabilities, technical criteria, and availability to manufacture the desired product.



### OUTCOME

PreScouter identified 4 groups that would be capable of manufacturing the product.



**Impact of PreScouter's Work:** At the Client's request, the PreScouter team introduced them to the top 2 manufacturers identified.

