



New Product Development

Providing recipe development, reformulation and new product development (NPD) services to food and drink businesses

SAC Consulting has a wealth of expertise in delivering new product, reformulation and recipe development projects with SME's, entrepreneurs and large food and drink producers all over Scotland and the UK.

Our development chefs work in partnership with industry to develop innovative new food products, whilst our expert consultants support you to take them to market.

Our expertise is focused on developing products that are tasty and have the correct flavour profiles, texture and visual appeal so they are suitable for your target market.



Projects can include:

- Overcoming technical challenges on food products
- Recipe development to improve taste and texture
- Reformulating product for health and to improve production costs
- Developing new, innovative food prototypes
- Scaling recipes for mass production and food safety compliance
- Packaging; design, sustainable packing options, labelling guidance, retailer preferences and compliance
- Marketing, market research and brand advice

In addition to our NPD services, we can also help your business take your new products to the next level, we offer a full complement of support including;

Market research

- Feasibility and viability
- Flavour trends
- Market opportunities
- Sustainable sourcing and supply chains



Business support

- Business, strategy and sales planning
- Perfecting your pitch
- Retailer and wholesaler engagement and sales planning
- Organisational skills development
- Marketing with particular expertise in sustainable marketing

Funding Opportunity

We can also, in some cases, provide NPD services using funding from the Scottish Funding Council Innovation Voucher Scheme (which offers funding up to £7,500 for first time collaborations between academia and Scottish SME's). This funding stream must be matched by an in-kind contribution, rather than a cash contribution, which can include attending meetings, supplying ingredients, carrying out taste sessions and supplying feedback.

If you are interested in collaborating with us to create an innovative new food product or overcome some of your technical challenges in production, contact foodanddrink@sruc.ac.uk to discuss your needs and we can work together to craft a tailored support plan.

