

## New Vegetarian Product Development

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Due to rising awareness on meat-free eating, the trends and growth within the vegetarian goods and the product developing is growing in the global market, and the innovation is abundant to keep pace with the consumer demand. To meet such trends, experts at the food research lab, ready to support you with services like formulation, sample development, feasibility, and recipe optimization. While developing a healthy vegetarian product, our food experts keep in mind that ingredients are Generally Recognized as safe (GRAS).

### Got an idea for a new product?

Are you creating a brand-new product or reverse engineer existing brand or a product? Our in-house, vegetarian product development experts understand each element on the value matrix, use outstanding technical knowledge, cutting-edge technology, organic ingredients, and clean label. Food Research Lab focuses on addressing consumers concerned with health and wellness, and we make sure your new vegetarian product becomes a success in the market.

### Features

#### **Project understanding:**

We schedule a first meeting with the client to understand the problem and the solution that the company is looking for. Based on the meeting, an initial proposal will be developed. The proposal will detail the production process, list and cost of ingredients, supplier, internal quality control standards and the various team inside the company.

### **Scientific Review, market study and patentability study:**

In phase I of the research, post-approval of the proposal, we perform the first level of research. We conduct market research on the product and brand in terms of competitive landscape forecast, innovative product in the market, market share analysis.

### **Regulations:**

Prior to the formulation, the safety evaluation of the ingredients and additives selected will be evaluated thoroughly considering USA FDA, Codex, FSANZ, EU, FSSAI, and WHO.

### **Laboratory Product development:**

The formulation starts in the R&D pilot kitchen lab, where develop an initial formulation, sensorial and quality control (aroma, acidity, texture, viscosity, flavour, pH), cost control, stability control, and patentability oriented experiments, Financial estimation and scheduling.

### **Analyses:**

The development part also includes advanced food chemistry analysis, including molecular, rheological profile using techniques such as rheology, FTIR, GC-MS, HPLC. In-vitro analysis, ex-vivo analysis, in-vivo analysis and in-silico analysis.

### **Panel analysis:**

We also collect panel opinion regarding their preference for the new product over a competitor.

### **Patent Writing:**

We also help in Scaling -up and patent writing for the developed innovation.

## **Our Product Development Options Include**

### **Health and wellness-focused vegetarian products**

The shift towards vegetarian-based diet has been primarily pushed by health and wellness-focused consumers, and this shift has produced positive effects in preferring plant-based diets and meat alternatives that have high nutrition, assist in weight management and thus induce healthy wellbeing. At food research lab, we develop products that attract consumer as our product development process is very transparent, well driven and precisely focused on health-driven consumers while attaining desired taste and flavour.

### **Flavours enriched vegetarian products**

Food research lab develops products with organic ingredients for healthy product development and to enhance the flavour we use natural ingredients like herbs, spices, seed and nuts. Thus, the product will provide essential nutrition to the consumers as well as they can satisfy their taste buds.

### **Protein-rich vegetarian products**

The most frequent question about the presence of protein and nutrition such as calcium, vitamin D, iron and vitamin B12 in vegetarian products. The food experts and the researchers at food research lab works in making varieties of vegetarian product that can provide the required protein and the nutrition for a healthy lifestyle. We work on alternative protein sources and develop quality products that can hit the market.

### **Low-fat product development process**

As we see more health-focused consumers and increased care in following healthy diets, our food experts develop a process that exposes low fat and avoid using such ingredients and find alternatives for them. At food research lab, the product development will be based on low-fat cooking methods such as steaming, broiling, poaching, boiling, roasting and stir-frying with little oil.

### Production Facilities and Machines:

The food research lab has qualified food experts and researchers specialized in making spices masala soups. We have a separate working unit in developing products from lab-scale, and our research lab is fully equipped with essential instruments and machines in preparing the product. For spices-masala soups, we use a kettle, pulverizer, automatic sieve, spice mixer and many more.

## About Us

Food Research Lab R&D, food innovation company, is the unit of Guires. With years of experience in research especially in medical device and pharmaceutical regulations, food product development, scientific publications and clinical trials, the company has now ventured into food research and formed a separate unit, under the brand name of 'Food Research Lab' that will drive food forward. Food Research Lab brings together the latest in food processing equipment, expert food scientists, chefs, nutritionists and partners from across the globe to help food companies and entrepreneurs get their products to market quickly and effectively.

Food Research Lab makes your dream concept into a commercial product as we have strong knowledge of ingredients, processing techniques, and we can bring them all together to help you make the right decisions.

## Contact Us

We are based in the beautiful City of Manchester and Chennai, Contact us on the details provided or follow on our social platforms.

### UK

Guires Ltd,  
MIIC Unit 52-56 ,  
Greenheys Business Centre,  
Pencroft Way, Manchester,  
England, M15 6 JJ UK.  
+44- 161 818 4656

### INDIA

Guires Solutions Pvt Ltd,  
10, Kutty Street,  
Nungambakam  
Chennai – 600 03 4



+91 9566299022

info @ foodresearchlab.co