

## **New Food Product Development**

### **Food Reverse Engineering**

Both art and science require in formulating the highest performing and best tasting products. We reverse engineer food ingredients to isolate any ingredient that is not enhancing the taste experience and apply reverse engineering to identify how a competitor's product has become 'new' or improved by

- ✔ Determining the content of foods and supplements, ingredients, preservatives, sources of flavour, and scent
- ✔ To identify the reason behind longer shelf lives, the content of synthetic, commercial, and home concoctions/remedies, of a competitor's product.

## 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 us on our social platforms.

### UK

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