



Dietary Supplement Company Case Study

“ABC Supplements” is a new dietary supplement consumer packaged goods (CPG) company that focuses on developing high-quality, all-natural products that cater to consumer health and wellness needs. The company believes in delivering science-backed solutions that promote overall well-being and lead to a healthier lifestyle. ABC Supplements aims to leverage its innovative research and development (R&D) efforts to introduce premium-quality supplements that have a significant positive impact on consumers' health.

Challenge:

ABC Supplements faced the challenge of establishing a reliable supply chain for its new line of dietary supplements. The company needed to find a manufacturing partner that could deliver high-quality products while adhering to strict safety and quality standards. Additionally, ABC Supplements wanted to ensure that the manufacturing partner had the capacity to scale production as demand grew.

Solution:

ABC Supplements decided to engage CalNutri, Inc. to oversee its product manufacturing and supply chain. CalNutri, Inc. is a reputable supplier with extensive experience in the dietary supplement industry, providing custom formulation development and reliable supply chain solutions to clients.

CalNutri, Inc. worked closely with ABC Supplements to identify the necessary raw materials and develop a robust supply chain strategy that could accommodate the company's growth goals and complied with the supplement industry's strict quality regulations and requirements. CalNutri, Inc. leveraged its vast network of suppliers to source the highest-quality raw materials and ensure their timely delivery.

CalNutri, Inc. also provided technical support to ABC Supplements during the formulation process, helping the company to develop a product that meets its high-quality standards. CalNutri, Inc. provided guidance on selecting appropriate packaging options, ensuring that the product remains safe, secure and fresh throughout the supply chain.

Results:

Thanks to CalNutri, Inc.'s support, ABC Supplements successfully established a robust supply chain that can accommodate its growth goals. CalNutri, Inc. provided a turnkey solution for a unique product line, handling all aspects of the product manufacturing process, including procurement, formulation, production, packaging, and distribution. This enabled ABC Supplements to focus on its core competencies, such as R&D and marketing, while leaving the manufacturing and supply chain management to CalNutri, Inc.

ABC Supplements was able to introduce its new line of dietary supplements to the market on time and with superior quality, providing consumers with a high-quality, science-backed supplement that promotes overall health and well-being. Thanks to CalNutri, Inc.'s support, ABC Supplements achieved its goals of establishing a reliable supply chain, ensuring high product quality and meeting consumer demand.



Case Study: “ABC Nutritionals” - A Functional Food CPG Brand

ABC Nutritionals is a nutritional CPG brand that develops natural, plant-based nutritional products. The brand was launched with the goal of helping people achieve their health goals by providing them with healthy and delicious functional food options. ABC Nutritional’s products are made with high-quality, all-natural ingredients and are free from artificial flavors, colors and preservatives.

Challenge: ABC Nutritionals was facing several challenges in its business operations. The brand was struggling to increase its visibility and generate awareness about its products. The team realized that they needed to improve their product labeling and packaging to better communicate the nutritional benefits of their products to consumers. Additionally, ABC Nutritionals needed to improve its supply chain management to ensure that its products were always available to customers.

Solution: To address ABC Nutritionals’ challenges, the brand partnered with CalNutri to leverage their expertise in providing a wide range of services. CalNutri provided the following services to ABC Nutritionals:

Labeling and Packaging Design: CalNutri helped ABC Nutritionals redesign its product labels and packaging to better communicate the nutritional benefits of its products. The new labels and unique packaging designs featured clear and concise messaging about the ingredients, nutritional benefits and allergen information.

Supply Chain Management: CalNutri helped ABC Nutritionals improve its supply chain management by providing them with comprehensive supply chain solutions. This helped ABC Nutritionals improve its inventory management and ensure timely delivery of products to its customers.

Nutritional Analysis: CalNutri performed nutritional analyses on ABC Nutritionals’ products to verify the accuracy of their nutrition labels. This helped ABC Nutritionals ensure that its products were meeting the highest nutritional standards.

Results: With CalNutri’s support, ABC Nutritionals was able to achieve the following results:

Increased Visibility: ABC Nutritionals’ new packaging and labeling designs helped the brand stand out on shelves, increasing its visibility and attracting more customers.

Improved Supply Chain Management: ABC Nutritionals was able to better manage its inventory and ensure timely delivery of its products to customers.

Increased Trust: ABC Nutritionals partnership with CalNutri helped increase consumer trust in the brand, as they were reassured about the accuracy of the product’s nutrition labels.

Overall, ABC Nutritionals’ partnership with CalNutri helped the brand overcome its challenges and achieve its business goals. With improved product labeling and packaging, supply chain management and nutritional analysis, ABC Nutritionals was able to build a strong foundation for growth and success in the competitive nutritional CPG market.



Beverage Brand Case Study

CalNutri, Inc. is a leading provider of product development and manufacturing services for the food and beverage industry. In this case study, we will explore the ways in which a beverage CPG brand successfully utilized CalNutri's services to create new products, optimize existing products, ensure FDA regulatory and cGMP compliance and manage their supply chain and manufacturing partners.

Background:

The beverage CPG brand, "Beverage Co.," had been in business for over a decade, offering a range of products in the health and wellness category. However, they had been struggling to keep up with the changing tastes and preferences of consumers, and their sales had plateaued in recent years.

The Challenge:

Beverage Co. realized they needed to innovate and introduce new products to stay relevant in the marketplace. They had some ideas for new products but didn't have the expertise or resources to develop and launch them. Additionally, they had concerns about their existing supply chain and manufacturing partner's ability to scale.

The Solution:

Beverage Co. reached out to CalNutri, Inc. to leverage their expertise in product development and manufacturing services. CalNutri provided the following services to Beverage Co.:

Ideation and New Product Development:

CalNutri's team of experienced food scientists worked closely with Beverage Co. to understand their brand values, target audience and market trends to come up with new product ideas. They helped Beverage Co. in developing new product concepts, formulation and custom packaging.

Optimization of Existing Products:

CalNutri's team analyzed Beverage Co.'s existing product portfolio to identify areas of improvement. They conducted sensory evaluations, taste tests and nutritional analyses to optimize the formulation of existing products.

Compliance with FDA and cGMP Standards:

CalNutri's team ensured that all products developed and manufactured for Beverage Co. complied with FDA regulations and cGMP standards. They conducted regular audits of the manufacturing facilities to ensure quality compliance.

Vetting of New Suppliers and Contract Manufacturers:

CalNutri's team also vetted new suppliers and contract manufacturers for Beverage Co. to ensure that they were capable of meeting production demand and maintaining the quality safety standards.



Supply Chain and Manufacturing Partner Management:

CalNutri's team helped Beverage Co. streamline and manage their supply chain and manufacturing partners to ensure timely and efficient production of their products. They also worked closely with Beverage Co. to manage forecasting and inventory management to avoid stock-outs and overstocking.

Results:

Beverage Co. was able to successfully launch new products developed with CalNutri's expertise. The new products received positive feedback from consumers, leading to an increase in sales and brand awareness. CalNutri's optimization of existing products also helped Beverage Co. improve the taste, nutritional value and packaging of their existing products, leading to increased sales.

CalNutri's services ensured that all products developed and manufactured for Beverage Co. met FDA regulations and cGMP standards, mitigating any legal and reputational risks. The vetting of new suppliers and contract manufacturers also helped Beverage Co. reduce supply chain risks and cost of goods sold (COGS) and increase the quality of their products.

Conclusion:

CalNutri's services were instrumental in helping Beverage Co. innovate, optimize and improve the quality of their products. The expertise of CalNutri's team in product development and manufacturing services helped Beverage Co. successfully launch new products, improve existing products, ensure regulatory compliance and manage their supply chain and manufacturing partners. This partnership allowed Beverage Co. to focus on their core competencies while relying on CalNutri's operational expertise.