

A THIRST FOR NEW PRODUCTS: WHAT IS INNOVATION?

The beverage category is mature, but continues to thrive through a constant stream of innovation of all sizes, shapes, and definitions. While it's hot, we're featuring a few thirst-quenching Mattson case studies demonstrating a broad range of what constitutes innovation for our clients: both big and small.

We hope this will whet your palate to get back in the innovation punchbowl and prepare yourself for the future, which is already chugging back to a new normal. Our glass is half-full.

Cheers,

The Employee-Owners of Mattson



jetpack™



MATTSON
AREAS OF SUPPORT



DEVELOPMENT



COMMERCIALIZATION

MATTSON CASE STUDY

PRESSING THE HIGH SPEED BUTTON FOR THE WORLD'S FIRST PORTABLE BLENDER

THE CHALLENGE

BlendJet®, manufacturers of the first patented portable blender, approached Mattson to develop a line of vegan blender-ready smoothies. Shortly after project kick off, one of their customers presented BlendJet with an opportunity to promote their blender and new smoothie line earlier than targeted. The date was non-negotiable, so we had to move fast.

OUR WORK

Based on BlendJet's desire for wholesome, clean, plant-based nutrition, Mattson identified the varieties, sourced the ingredients and a contract manufacturing partner, and scaled up and commercialized three new products in time for the customer promotion. In five months.

THE RESULT

The three smoothies sold out in record time. Six varieties of JetPacks are now available through BlendJet's website: Banana Blueberry, Tropical Blue, Raspberry Dragon Fruit, Mango Matcha, Green Peach Ginger, Mocha Chia.

blendjet.com



IDEATION



STRATEGY



DEVELOPMENT



COMMERCIALIZATION



MATTSON CASE STUDY

CREATING A DELICIOUS, NEW-TO-THE-WORLD INTERMITTENT FASTING SOLUTION

THE CHALLENGE

Lori Bush, a veteran of the beauty and wellness industries, identified a business opportunity to create a line of products that supports an intermittent fasting lifestyle. She engaged Mattson to develop great tasting, shelf stable, savory smoothies that maximized the nutritional value of every calorie. This would allow dieters to keep their energy levels up and cravings down during fasting periods.

OUR WORK

We developed a line of nutritious and low calorie savory smoothies made with organic vegetables and spices. The smoothies are preservative-free and deliver against a strict nutritional profile with 70 calories, 6-7g of protein and 3-4g of fiber in each serving. Mattson also reviewed regulatory claims, did a contract manufacturer search and led scale-up efforts.

THE RESULT

Fastify launched their brand in Spring of 2020 with a line of smoothies in 3 flavor varieties.

www.fastify.co



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COMMERCIALIZATION

MATTSON CASE STUDY

MOVING A MUSHROOM BRAND INTO NEW CATEGORIES OF MUSHROOM PRODUCTS

THE CHALLENGE

Om Mushroom, best known for their organic functional mushrooms, approached Mattson in late 2019 with a line of on-the-go hot mushroom drinks and broth supplements that they wanted to scale up and commercialize for Q1 2020.

OUR WORK

Mattson optimized their starting formulas, delivering an improved taste and lower cost, worked with Om to source a contract manufacturer, then scaled up and commercialized the new products.

THE RESULT

The products launched in February 2020: Mushroom Matcha Latte Blend, Mushroom Hot Chocolate Blend, Mushroom Coffee Latte Blend, Mighty Beef Bone Broth, Mighty Veggie Miso Broth and Mushroom Master Blend.

ommushrooms.com



CONSUMER INSIGHTS



CONCEPT CREATION



DEVELOPMENT



COMMERCIALIZATION

MATTSON CASE STUDY

EXPANDING A LEADING PROTEIN BRAND INTO READY-TO-DRINK

THE CHALLENGE

Glanbia Performance Nutrition’s ON (Optimum Nutrition) Gold Standard 100% Whey™ Protein is the world’s #1 best-selling whey protein powder. ON is trusted for proven quality protein, and is the most awarded and most reviewed protein powder on the planet. It made total sense for ON to move into a convenient ready-to-drink format. The only question was how.

OUR WORK

We conducted qualitative groups with RTD protein users, young and old, male and female. The learnings guided the project trajectory and the concepts we created. The ON team tested the concepts and the winning one featured ON’s signature Gold Standard 100% Whey. Our benchtop development was focused on formulating a beverage with 24g of whey protein, knowing that taste was a driver as much as stability and performance. Once we aligned on a formula, the Mattson team ran trials at TetraPak to validate our work at scale.

THE RESULT

ON Gold Standard 100% Whey Protein Shake launched in GNC stores in early 2020 and distribution is now expanding to other retailers and college campuses across the country. Initial consumer feedback is extremely positive.

www.optimumnutrition.com

SOLVASA

INTEGRATIVE BEAUTY®



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CONSUMER INSIGHTS



DEVELOPMENT



COMMERCIALIZATION

MATTSON CASE STUDY

GUIDING A BEAUTY BRAND INTO THE FOOD & BEVERAGE INDUSTRY

THE CHALLENGE

Solvasa is an integrative beauty and lifestyle brand founded by partners Lori Bush and Dr. Ritu Chopra. They came to Mattson with a concept for a wellness beverage that promotes holistic beauty, balancing your outside and inside.

OUR WORK

We identified a product format and conducted quantitative consumer tests to determine the proper balance of functional ingredients. From there, we formulated a powdered beverage supplement made with clinically proven adaptogenic ingredients shown to calm and relieve stress. We also identified a contract manufacturer and supported early scale-up activities.

THE RESULT

Solvasa launched the Golden Moment Turmeric Elixir, the first food and beverage product in their beauty and wellness portfolio. It is available on their website.

solvasabeauty.com

INSIGHTS, STRATEGY, INNOVATION, AND DEVELOPMENT

North America's premier
food & beverage
innovation company



For the past 40+ years
we have been working
with clients at every stage —
**from entrepreneurs to
Fortune 500 companies**



We take you from
where you are now
to launch



We are a team of 60+

**Food Scientists
Culinary Experts
Strategists
Commercialization Specialists
Brand Marketers
Designers**

We have helped our clients launch
2,500+ CPG SKUs
100s of foodservice offerings



We Make Food Happen

- + From brand and product strategy
- + To new product concepting
- + To product formulation and process development
- + To brand development and design
- + To co-man identification
- + To factory scale-up
- + Informed by consumer research along the way
— exploratory and/or evaluative

What We Believe

- Prototype Prolifically:** get to the food as fast as possible
- Stand Out:** create a powerful point of difference
- Create Crave:** trial is easy; repeat is what drives success
- Solve a Need:** nutritional, sensory, emotional, or otherwise
- Build for Scale:** formulate with a clear line-of-sight to scale