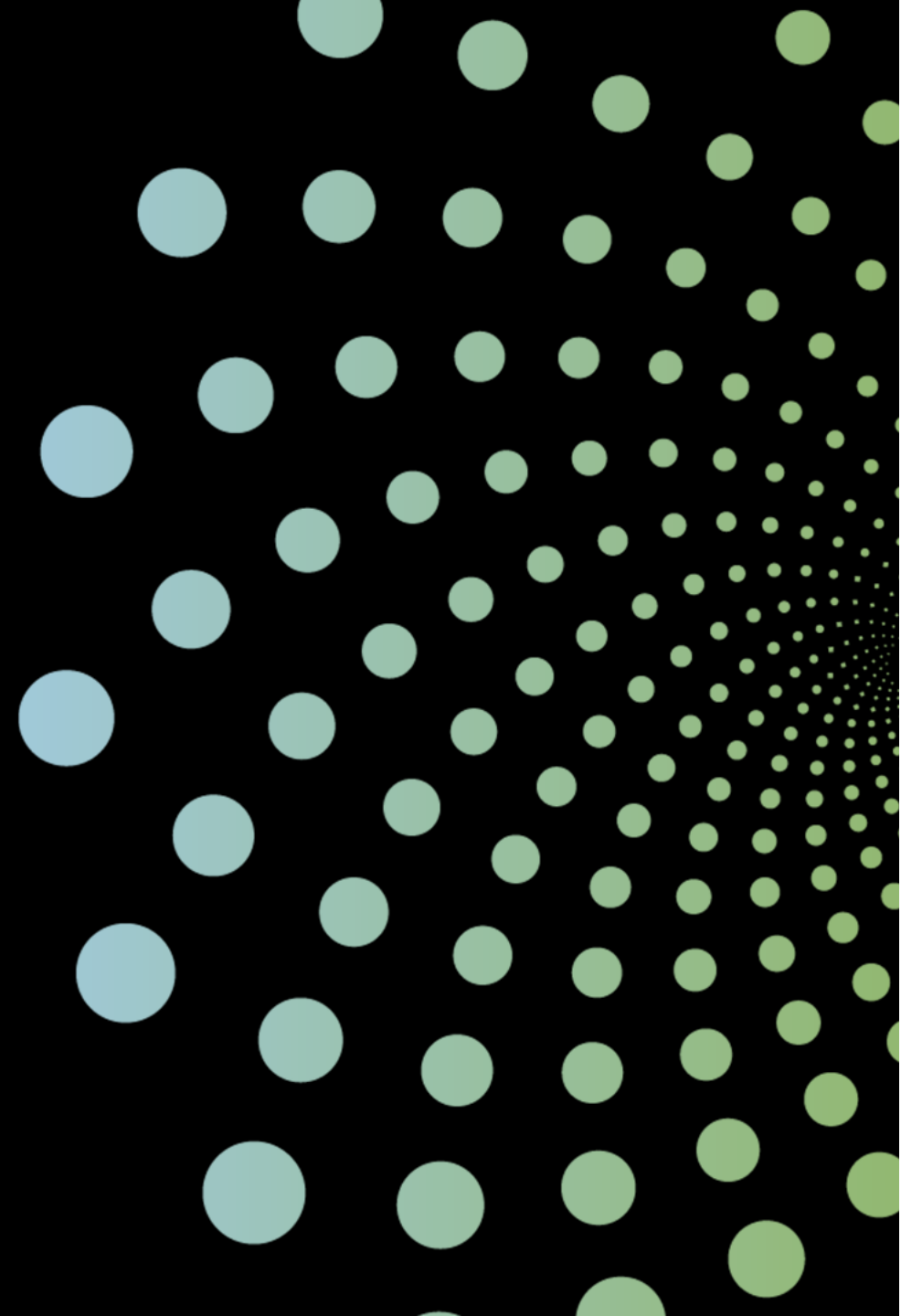




ANNUAL EVENT AND EXPO

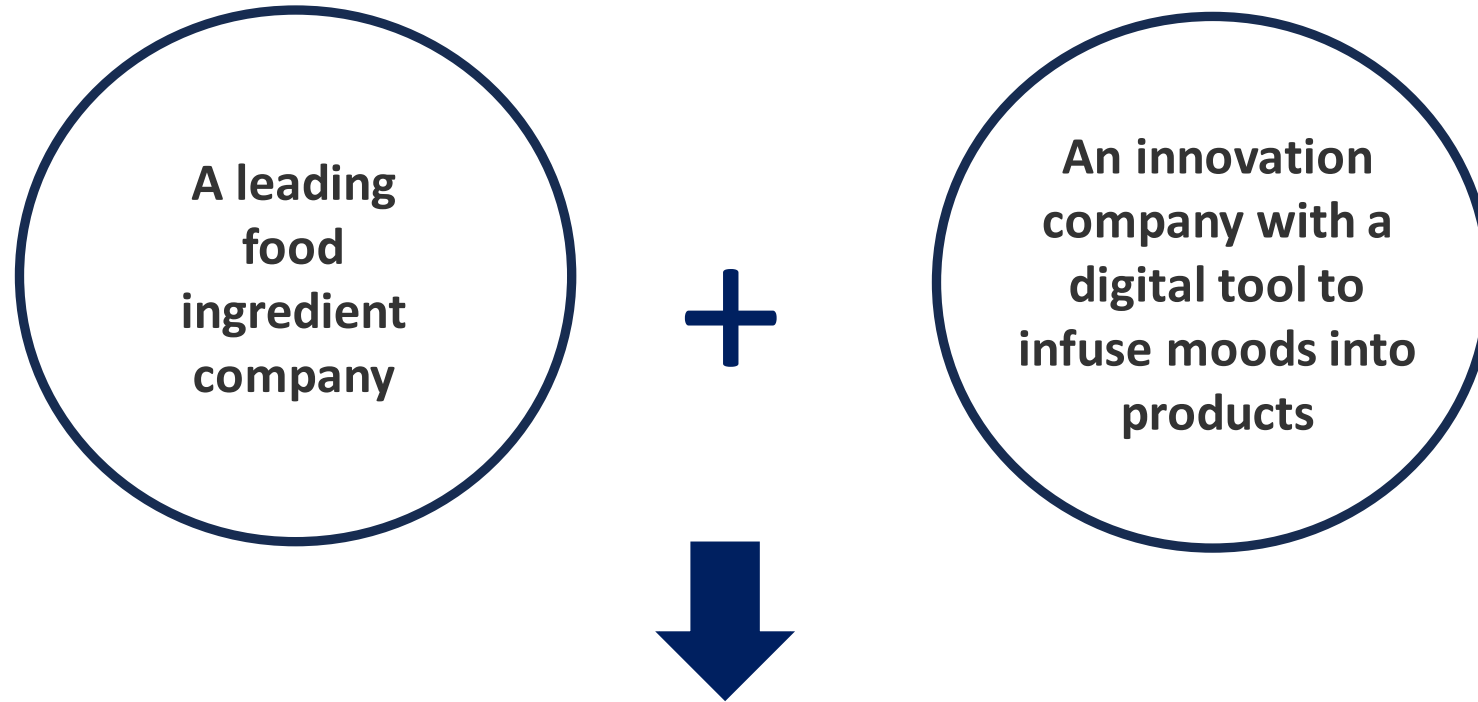
July 14-17, 2024

McCormick Place, Chicago, IL



**Maximizing success of
product innovation through
digitally enabled food
product design: Case study
of a food ingredient company**





12 gyro sauces, a comprehensive system to reflect the fundamental human moods



**Transform every step of
the innovation process**

Sources of new product ideas

Now	New approach	Success-boosting factor
Starting by the trends, clients, employees, technology such as new ingredients etc.	Starting by the emotional territories currently not satisfied revealing real needs	Highly original, yet relevant ideas



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Concept development

Now	New approach	Success-boosting factor
Based on product USPs often blended with some emotional benefits.	Emotions are not separate but an integral part of the product, creating highly immersive product experiences	Highly coherent concept, automatically validated by the brain



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Thank You

