



## Custom Blueberry Innovation

### Research & Product Development Tailored for Your Company

Blueberries are an ingredient and flavor consumers recognize and demand; in fact, 93% of consumers consider blueberries a health food<sup>1</sup> and 65% of consumers perceive items with blueberries to be better for them than those without<sup>2</sup>. So why not add blueberries to your next innovation?

The U.S. Highbush Blueberry Council (USHBC) has partnered with CuliNex, a leading product development consulting firm focused on clean-label food products, to actively engage and innovate with R&D teams at food and beverage companies. Confidential R&D projects are funded by USHBC and led by CuliNex.

#### White Space Exploration

Uncovering the fertile opportunity platforms for innovation.

#### Concept Ideation

Creating the winning concepts that deliver against new ideas.

#### Feasibility Assessment

Possibilities, hurdles and strategies for development.

#### Formulation & Prototyping

Bringing concepts to prototypes and commercial formulas.

#### Contract Manufacturer Sourcing

Vetting vendors to align product and business strategy.

#### Commercialization Support

Scaling benchtop formulas seamlessly to production.

*Let's inspire the possibilities of blueberries together!*

**To Learn More:** Contact Renata Dalton, USHBC Global Business Manager, at [rdalton@naboblues.org](mailto:rdalton@naboblues.org)

1. Blueberry Customer Driven Segmentation Study, April 2019.

2. U.S. Highbush Blueberry Council 2017 Consumer Attitudes & Usage Infographic.