



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 food¹ and 65% of consumers perceive items with blueberries to be better for them than those without². 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.

<p>White Space Exploration Uncovering the fertile opportunity platforms for innovation.</p>	<p>Concept Ideation Creating the winning concepts that deliver against new ideas.</p>	<p>Feasibility Assessment Possibilities, hurdles and strategies for development.</p>
<p>Formulation & Prototyping Bringing concepts to prototypes and commercial formulas.</p>	<p>Contract Manufacturer Sourcing Vetting vendors to align product and business strategy.</p>	<p>Commercialization Support Scaling benchtop formulas seamlessly to production.</p>

Let's inspire the possibilities of blueberries together!

To Learn More: Contact Renata Dalton, Global Business Manager, at rdalton@nabcblues.org

1. Blueberry Customer Driven Segmentation Study, April 2019.
2. U.S. Highbush Blueberry Council 2017 Consumer Attitudes & Usage Infographic.