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.

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, Global Business Manager, at rdalton@nabcblues.org

¹ Blueberry Customer Driven Segmentation Study, April 2019.