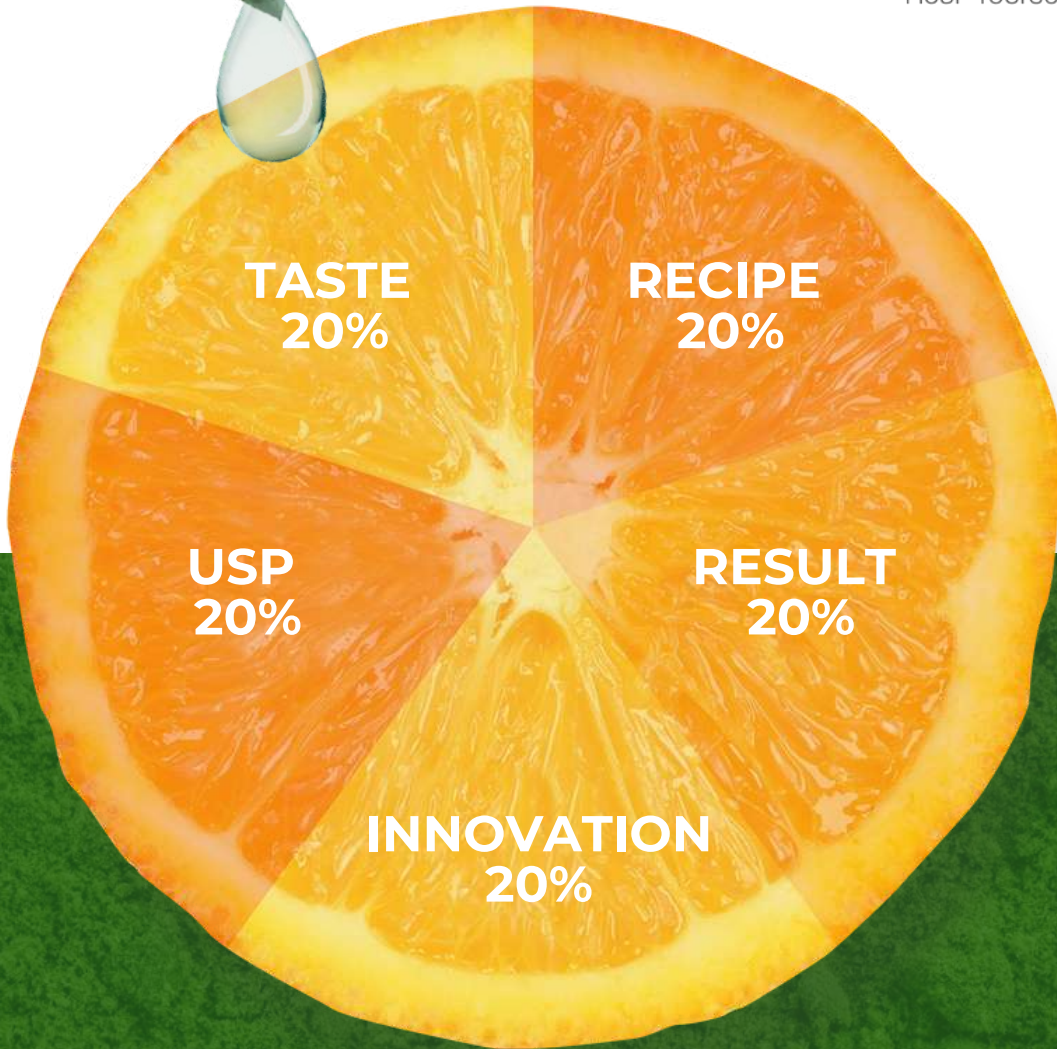




**Impact Foods**  
Heal Yourself, Heal the World!



# NEW PRODUCT --- DEVELOPMENT



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# WELCOME TO NPD

## New Product Development

Our New Product Development (NPD) service is designed to help you create innovative and competitive, bespoke commercial recipes using superfoods, wholefoods, and food supplements that meet the highest standards of quality and nutrition.

If you are interested in protein bars or nut butters please consult the sales team. These are outside NPD.

**Specialising In Powder Based Recipes.**



01



## WHAT WE CREATE

**These are the type of products we create.**

- Super Green detox blends (Similar to AG1)
- Nootropic blends
- Mushroom blends
- Functional lattes
- Childrens blends
- Collagen blends
- Unwind/Relax/Sleep blends
- Energising blends
- Gut health blends
- Libido/Hormone Balance blends.
- Testosterone blends
- Protein based blends
- Electrolyte blends
- Coffee alternative blends
- Skinny blends
- Beauty blends.
- Vegan Protein blend
- We are open to your creativity!

02



# NPD PACKAGES

Inclusion	Standard NPD £475.00 (+VAT)	Standard +Plus £675.00 (+VAT)	Advanced £875.00 (+VAT)
<b>Spreadsheet Based Formula Development.</b> Using our expertise and experience we create a spreadsheet based formula. This is typical of recipe development and sufficient to complete the project and does not include Kitchen development.	✓	✓	✓
Approximately 1 weeks calculated work hours for all departments included in the project.	✓	✓	✓
<b>1 Sample up to 100g. Or 2 variations up to 50g.</b> Additional samples at cost, see below for more details.	✓	✓	✓
3 Formula revisions. Additional revisions £125+vat inclusive of sample.	✓	✓	✓
Intellectual Property. (You own the Recipe)	✓	✓	✓
Mandatory Macros for back of pack, energy, kilojoules, fats, carbs, proteins, fibre, salts.	✓	✓	✓
1 Vitamin from: Vitamin C, Vitamin D, B12, Magnesium, Calcium.	✓	✓	✓
2-4 Vitamins from: Vitamin C, Vitamin D, B12, Magnesium, Calcium.	✗	✓	✓
4 + Vitamin of your choice.	✗	✗	✓

# NPD PACKAGES

Inclusion	Standard NPD £475.00 (+VAT)	Standard +Plus £675.00 (+VAT)	Advanced £875.00 (+VAT)
Probiotics, Digestive Enzymes, Collagen, Oat creamer, Oat drink, niche isolates such as biotin, hyaluronic acid, etc.			
<b>Complex flavour profiles or complex colouring.</b> Example: blue latte or lilac beauty blend.			
1x additional sourcing of niche ingredients.			
1+ additional sourcing of niche ingredients.			
20+ Ingredient recipe.			
<b>Additional Complex calculations</b> Example: you want various calculations of serving sizes for amino acids.			
<b>Health Claims</b> We can guide and calculate ingredients for health claims but you will need a compliance expert to rubber stamp your claim.			

# SELF DEVELOPMENT

If you decide to self develop within the project taking you outside of the revisions and samples within your package, then Impact Foods cannot carry the cost of sampling and costing. Self development means when a client wants to change the recipe against the recommendation of the developer. We will advise you of when self development has started and advise you of any costs for samples and administration in advance.

**Cost will be advised.**



## STANDARD LEAD TIME

Recipe Creation	Costing	Samples	Sample / Formula Revisions
Typically 1-2 weeks subject to recipe complexity.	Typically 1-2 weeks subject to recipe complexity.	Typically 2-4 weeks subject to recipe complexity.	2-4 weeks. Please factor this additional time for recipe changes and new samples.
<b>1 -2 WEEKS RECIPE CREATION</b>	<b>1 -2 WEEKS COSTS</b>	<b>2-4 WEEKS SAMPLES</b>	<b>2-4 WEEKS</b>



# ADDITIONAL SERVICES

## ● LAB TESTING

We offer lab testing for all types of vitamins and minerals. Prices will be provided separately.

## ● PURCHASING OF ADDITIONAL SAMPLES

You can purchase additional samples at a nominal fee. This offers flexibility if you want to carry out a focus group or want your friends and family to test the recipe.

## ● CERTIFICATION & TECHNICAL INFORMATION

For certification and technical information about your blend/individual ingredients, such as place of origin, of more information on composition of an ingredient, please speak to your account manager.

## ● ART AND DESIGN IN-HOUSE SERVICE

We offer a design package with our in-house graphic designer.

05



# DISCLAIMER

Impact Foods and NPD is a recipe development and manufacturing company and cannot offer services outside of this.

## **PACKAGING LIABILITY - HEALTH CLAIMS**

Clients need to do their own due diligence on any legal claims or liabilities for their product.

## **PACKAGING LIABILITY - ICONOGRAPHY**

Clients need to do their own due diligence on any iconography you wish to put on your packaging.

## **PACKAGING LIABILITY - PRODUCT DESCRIPTION**

Clients need to do their own due diligence for description on your packaging.

## **WEBSITE WRITE-UP SERVICE**

We do not offer write ups on ingredients for websites.

## **FORM FILLING SERVICES FOR RETAIL SOFTWARE PLATFORMS**

We do not offer the service to fill or answer software platform questions such as Amazon and other retail platforms.

## **VITAMIN AND MINERAL PROFILING**

We provide vitamin and mineral data provided by the supplier of an ingredient. Suppliers are not obligated by law to offer micro data therefore any missing data will require an lab analysis.

## **CONSUMER Q&A**

We do not offer a service to answer consumer questions.

## **SERVICE FOR INFORMATION ON CONSUMER TRENDS/MARKETING**

We do not offer information on market trends and consumer projected trends. We do not offer information on what the next big product on the market is likely to be.

06



**YOUR  
BRAND**

**NUTRITION  
INNOVATION  
RECIPE  
BESPOKE  
USP  
CREATIVE  
DEVELOP**

**THANK  
YOU**

*We look forward to working  
with you!*



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