

CONSULTING WORK

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RESEARCH



TECHNOLOGY



STAFF AUGMENTATION

Frozen Product Company

Solving Freezer Burn



CLIENT PROFILE

Growing food manufacturer with a line of high quality frozen meals. Expertise in processing and product development was deep. Packaging expertise that linked to product quality parameters in product and process were needed.

OPPORTUNITY

Freezer burn caused consumer complaints in the high quality meals. By addressing freezer burn, brand equity would increase and establish the brand and high and reliable quality.

RESULTS



Systems to communicate freezer burn within organization and to assess efficacy of solutions



2 week - Implementation of rapid solutions to reduce freezer burn



Technical and marketing alignment on viable solutions and resource allocation for reducing freezer burn



ASLT and SLT protocols



Revised process flow to allow for more rapid freezing



Market launch of new packaging and process improvement in 15 months – delay due to equipment lead time.

SOLUTION

IMMEDIATE

Immediate solutions were developed in product, process and package solutions that could be implemented immediately with only slight changes in packaging operation.

INTERMEDIATE

Intermediate solutions employed adjustments to current process, and package material, operations to eliminate freezer burn from manufacturer to consumer use. These solutions added value to the consumer use experience.

LONG TERM

Long term changes to address freezer burn, reduce oxidation, and other food safety aspects were developed. These solutions build on recent research addressing freezer burn for product, process, and package and in distribution, at retail in consumer freezers.

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