

SPICE BLENDERS AND CULINARY SYSTEMS

Prepared by:

CPL Business Consultants

Milton Park Innovation Centre, Abingdon, OX14 4RY, United Kingdom

Tel: +44 1865 257 252, info@cplconsult.com, www.cplconsult.com

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SPICE BLENDERS AND CULINARY SYSTEMS

In this case study, an ingredients company engaged CPL Business Consultants to research, qualify and prioritise potential customers in the spice blending and culinary systems markets. CPL conducted a comprehensive assessment of manufacturers of prepared foods, spice blends, food ingredients, stocks, soups, crisps, sauces, marinades and canned foods. CPL used primary and secondary sources to identify and prioritise >2.5k companies with a breakdown by size, country, and market sector. CPL's report enabled the client to effectively structure and focus its sales activities on the best prospects, increasing efficiency and sales conversion.

PROJECT SUMMARY

Background

The objective of this study was to identify and prioritise potential customers for a food ingredients company in Europe. CPL's client wanted to increase capacity utilisation after expanding production at its manufacturing plant. CPL was engaged to provide a detailed list of potential customers using its ingredients in spice blends and culinary systems.

CPL's Approach

CPL identified and screened over 2.5 thousand spice blender and culinary systems companies using desk-based research, CPL's internal databases, CPL's expert network, proprietary databases and publicly available sources. The companies were screened for relevance, checked for duplication and prioritised.

Following the preliminary screening, CPL added demographic information to confirm the potential as food ingredient customers (e.g. company size and revenue). The list was then prioritised by the potential sales per customer. The output was formatted as an interactive Spread Sheet and Power BI dashboard.

You can find an outline of the report contents below. Please click on this link for a PDF of [the contents of the study](#).

REPORT OUTLINE

Company Demographics

The information provided for each company included:

- Country
- Revenue
- Employees
- Customer Types (B2B/B2C)

Sector Classifications

Companies were segmented e.g. by the following categories:

- Prepared foods: Fresh, chilled, frozen or dehydrated meals, dishes, HoReCa ingredients
- Spice blends: Spices or spice mixes
- Food ingredients: Functional ingredients, flavourings, aromatics, texturants and various other food additives
- Stocks: Liquid or dried stock, broth etc.
- Soups: Liquid or frozen soups
- Crisps: Snacks e.g. crisps or other dry snacks using powdered coatings
- Sauces: Sauces, dips, dressings etc.
- Marinades: Dry or liquid marinades
- Meats: Processed meat e.g. sausages, hams, nuggets etc.

ADDITIONAL PROJECTS

In addition to this project on Spice Blenders and Culinary Systems CPL has worked on a large number of [Food Ingredients Projects](#) including [Market Opportunities for Yeast Extracts](#), [Yeast and Yeast Products](#), and [Dried Yeast](#). Other strategy projects include e.g. [Stabilizer and Texturizer Systems Strategy](#) and [Strategy Review for an Ingredients Company](#). Have a look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables, differentiators and case studies. You can also review [eight case studies](#).