

Enabling Food Innovation Project

THE CREATIVE KITCHEN

The Creative Kitchen Company is based in Derbyshire. Creating food for all occasions and providing a bespoke catering and online service. They offer a comprehensive range of products which include gluten, dairy free and vegan foods.

Project Brief: 20 Jan 2017

1. The company wishes to increase the percentage of individual packaged sales to third parties (keeping this type of production to <25% of the business) whilst continuing with the catering section. As a result, support is required in regard to food labelling, nutrition and shelf life.
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The Response: 20 Jan 2017

1. Plan to assist with labelling legal requirements, checking current labelling and suggest adjustments.
2. Plan to advice on nutritional information on pack, legal requirements and how to declare nutritional information.
3. Plan to assess shelf life of current product including organoleptic assessment and assistance with finding the correct testing facility for microbiology certificates, selecting products to be assessed and estimated costs.
4. Advice on defining commercial shelf life targets by product/category.
5. Define number of tests to be conducted depending on shelf life expectancy.



Benefits to the Business:

The Enabling Food Innovation Project has been of great benefit on multiple levels, the advice and guidance given has been invaluable, allowing me not only to grow my business but also my knowledge and in turn my confidence within the industry.



The staff have been so supportive no question big or small was a problem, with swift responses. The support and advice regarding labelling ensured I was compliant, the assistance and patience regarding nutritional information and legal requirements on packaging very gratefully received.

The organoleptic assessment feedback helped to focus on the areas that needed fine tuning within the products that were tested, in turn sales numbers have gone up.

Support and guidance on defining shelf life targets, finding the right testing facility and subsequent testing has reduced costs and also food waste.

Being given advice about the number and different types of tests required including estimated costs, gave me the information required to ensure I was compliant and make the right decisions for this point in my business. As well as what extra tests were required in order to go on to the next step within my business plan.

Vicky

The Creative Kitchen Company