

Enabling Food Innovation Project

PEEL & SPICE

Peel & Spice is an all-natural sparkling drink intended to be consumed in place of alcohol in pubs, bars, clubs and restaurants. It is based on recent research demonstrating the UK's desire to go sugar and alcohol-free - whether this be for cost, health or religious reasons. Peel & Spice are finalising recipes for a range of premium ready to drink carbonated soft drinks, without sugar using a unique combination of herbs, peels and spices. They aim to remove the stigma associated with choosing alcohol-free drinks by providing an exciting and refreshing flavour experience. They have developed flavour profiles such as; Lemongrass & Black pepper and Ginger & Cinnamon.

Project Brief: July 2017

1. The company are looking for support on the technical side of recipe development and processes for manufacturing of raw material infusions and finished products to achieve consistent organoleptic quality and stability.
 2. Advice is required on commercializing their conceptual recipes in terms of making them on a larger scale so they have small batches of consistent and safe product to start sampling customers with and gaining feedback on from shows/ events etc.
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The Response: July 2017

1. Advice on the basic technical aspects of development and production of a clean label soft drink was delivered.
 2. Relevant contacts for equipment suppliers, co-packers, and ingredient suppliers were suggested.
 3. An in-bottle pasteurisation trial was carried out in the labs to demonstrate a suitable pasteurisation process for the new products.
 4. An accelerated shelf life test of the pasteurised samples was carried out to monitor organoleptic quality over a simulated 12 month life and as an initial validation of the pasteurisation process.
 5. A sensory acceptance test was carried out at a Farmer's Market to collect data for the company on liking of the recipes and to investigate if sweetness and spice levels were adequate or needed modification to give confidence that the products to be launched meet consumer expectations.
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Benefit to the Business:

“When we first started, we produced bottles from home, and the drinks went down very well with family and friends, but neither Richard nor myself are from a manufacturing background and we knew we needed input from experts at The Food Innovation Centre who could ensure that the product not only tasted great, but met all

the relevant health and safety criteria too. With support from food sensory scientist Alice Jones, the formulation of the drinks was scrutinised to ensure the challenges of taste, shelf-life, and health and safety were all met. Furthermore, during the 6 month period from July to December 2016, Alice Jones and Richard Worrall developed a literature review into key ingredients and suppliers, and produced a relevant pasteurisation process for our sparkling drinks. In addition, we took the opportunity to gather valuable market research information during sensory testing. If we hadn't met the team from the Food Innovation Centre, I don't know where we would be. They have changed the course of everything we have done for the better and have been amazing”