



FROM CONCEPT TO MARKET:  
**A TURNKEY INNOVATION PROCESS  
FROM OSAGE FOOD PRODUCTS**

# ACCELERATING INNOVATION

In today's fast-paced food industry, the pressure to innovate quickly is intense. Product developers face growing demands to shorten development timelines and bring new concepts to market faster. All, while cutting costs. In fact, a recent survey from Food Business News reported the professionals involved in product development named cost reduction as the No. 1 trend that will influence food and beverage product development in the next 12 to 18 months.

**Q: How can product developers shorten innovation time if their main responsibility is to cut costs?**

**A: Partner with an ingredient supplier like Osage Food Products to share innovation responsibilities.**

Osage Food Products understands the challenges food, beverage and sports nutrition manufacturers face when developing new products. That's why we don't just supply ingredients—we partner with food manufacturers to bring their innovative ideas to life, from the initial concept through to commercial launch.

## 3 REASONS TO PARTNER WITH OSAGE

True innovation happens when great ideas are paired with the right ingredients, connections and expertise. Here's why Osage Food Products thrives in all three areas.

### 1. OUR DIVERSE INGREDIENT PORTFOLIO

One of the biggest advantages we bring to the table is our broad range of ingredient solutions. We supply dairy proteins, animal proteins, collagen and plant proteins, allowing manufacturers to create products that meet a variety of dietary preferences and nutritional goals. Whether the focus is on creating a plant-based product or fortifying a traditional product with an additional protein, we have the ingredients to support both.

But protein is just the beginning. Our all-natural sweetener systems provide manufacturers with the ability to create products that are lower in sugar or free from artificial sweeteners, without sacrificing taste. Paired with our Osage Flavors flavoring systems, we ensure that products taste great—whether it's a savory snack, a sweet treat or something in between. Additionally, we offer masking agents to help neutralize any off-notes that may arise from functional ingredients, ensuring the final product has a clean, appealing taste.

### 2. OUR CONNECTIONS AND PARTNERSHIPS

You can't build a product with just proteins, all-natural sweeteners and flavors. However, that doesn't stop us from innovating complete product solutions. Our dedicated team not only understands our product portfolio, but also the product portfolios of other leading ingredient suppliers.

We have connections to other ingredient suppliers and product development specialists that we are constantly working with to locate the best ingredients for the job. In fact, we source ingredients from around the world, allowing our customers (partners) to go through a single source for many of their ingredients.

### 3. OUR EXPERTISE (AND EXPERIENCE)

Our deep industry experience and collaborative approach sets us apart from other ingredient suppliers. Our team has a combined 100 plus years of experience developing new food, beverage and sports nutrition products. We understand the food science and processing options behind commercially scaled products. We also continually monitor the market for new ingredient technology that can help make our customer's products even better.







# COLLABORATING WITH OSAGE: A FULL-SERVICE APPROACH TO INNOVATION

Osage Food Products doesn't just supply ingredients and flavors. We provide a full-service and turnkey approach to new product development. Our team works alongside food brands and companies at every stage of the process, offering guidance and support that can turn a basic idea into a successful product.

## HERE'S HOW WE DO IT:

### STEP ONE

#### Ideation and Concept Development

Innovation begins with an idea, but transforming that idea into a viable product requires expertise. At Osage Food Products, we help food brands during the ideation phase by providing insights on ingredient trends, consumer preferences and emerging market opportunities. Our vast industry experience and knowledge of ingredient functionality allow us to recommend the best proteins, sweeteners and flavor systems to bring your vision to life.

### STEP THREE

#### Overcoming Formulation Challenges

Every new product comes with its own set of challenges—from achieving the right texture to masking unwanted off-flavors from functional ingredients. Our expertise in masking agents and flavoring systems enables us to help manufacturers overcome these hurdles. Whether it is smoothing out the flavor profile of a plant-based protein product or balancing sweetness levels without compromising on taste, we provide the technical support needed to ensure each prototype is optimized for success.

### STEP TWO

#### Prototype Development

Once our collaborative teams define a concept, the real work begins. Our diverse ingredient portfolio allows us to create customized prototypes that meet specific labeling, nutritional and flavor goals, whether we are creating a protein-packed snack or a vegan ready-to-mix (RTM) shake with a best-in-market taste. Our ability to supply plant and dairy proteins, and collagen gives us flexibility in formulation, and our team's expertise ensures that each prototype is functional and aligned with consumer expectations.

### STEP FOUR

#### Scaling for Commercial Launch

One of the most critical stages of new product development is the transition from small-batch prototypes to full-scale production. At Osage Food Products, we do not just help food companies develop innovative prototypes, we guide them through the entire commercialization process. Our team provides insights into ingredient sourcing and production scalability, ensuring that the product can be successfully launched into the market. We also have an extensive network of contract manufacturing partners to assist with scale-up.



**CASE STUDY:**

# REVOLUTIONIZING VEGAN RTM SPORTS PROTEIN SHAKES

The RTM sports protein market has seen a surge in vegan-based products. However, manufacturers often struggle with achieving a creamy texture, appealing color and excellent taste. Osage Food Products developed a line of vegan shake prototypes that have been optimized for texture, color, nutrition, and taste and deliver a nearly identical product to a whey protein isolate based shakes, which is the industry's gold standard.

**How did we do it? We use specific grades and types of proteins to match the end-use application needs with a specific focus on the solubility, and textural and mouthfeel properties.**



The result of our team's collaborative approach was the development of a vegan protein shake prototype that not only meets but exceeds consumer expectations, demonstrating our capacity to deliver turnkey solutions effectively.



**Protein Solution by SolvPro®**

Developing a vegan shake that requires a plant-protein blend to deliver the necessary amino acids at the needed levels is a difficult challenge. For this prototype, we used an optimized blend of Pea Protein Isolate and Barley Rice Protein.



**Flavor Solution by Osage Flavors**

Building a flavor platform for vegan shakes requires more than flavor. It also requires masking agents. For this line of protein shakes, we used vanilla, chocolate and salted caramel mocha flavors optimized with masking agents to help cover off-flavors from the nutritional ingredients used in the formula.



**Sweetener Solution by SolvSweet®**

Consumers love sweet products, but they don't love the calories that come with traditional sweeteners. For this vegan shake prototype, SolvSweet® to craft a zero calorie, natural solution that used a combination of stevia, monk fruit extract and natural flavors.



# SolvPro® Vegan Protein Shake

**FRENCH VANILLA**

**Also available in Chocolate and Salted Caramel Mocha flavors.**

*Contains 21 grams (62.5%) PDCAAS 1.0 Complete Plant Protein!*

**Ingredient Statement**

SolvPro® (Pea Protein, EverPro® Barley-Rice Protein), Vegan Non-Dairy Creamer (Coconut Oil, Maltodextrin, Modified Food Starch, Mono & Diglycerides, Tricalcium Phosphate), Osage Natural Flavors, Velositol® (Amylopectin Chromium Complex), SolvSweet® Natural Sweetener (Monk Fruit Extract, Stevia Leaf Extract, Natural Flavor), Guar Gum, Sea Salt.

## Nutrition Facts

20 servings per container	
<b>Serving size</b>	<b>(34g)</b>
<b>Amount Per Serving</b>	
<b>Calories</b>	<b>130</b>
<small>% Daily Value*</small>	
<b>Total Fat</b> 3g	<b>4%</b>
Saturated Fat 2g	<b>10%</b>
Trans Fat 0g	
Polyunsaturated Fat 1g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 280mg	<b>12%</b>
<b>Total Carbohydrate</b> 5g	<b>2%</b>
Dietary Fiber 2g	<b>7%</b>
Total Sugars 0g	
Includes 0g Added Sugars	<b>0%</b>
<b>Protein</b> 21g	<b>42%</b>
<b>Vitamin D</b> 0mcg	<b>0%</b>
<b>Calcium</b> 34mg	<b>2%</b>
<b>Iron</b> 4mg	<b>20%</b>
<b>Potassium</b> 191mg	<b>4%</b>

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



## **CONTACT US TODAY**

Have an idea for a prototype that needs a complete turnkey approach? Contact Osage Food Products and Osage Flavors.

### **Osage Food Products**

[osagefood.com](http://osagefood.com)

### **Osage Flavors**

[osageflavors.com](http://osageflavors.com)