

# Teys Food Solutions

Customer-Centric NPD



# Customer Centric NPD Process

The NPD capability at Teys Food Solutions is supported by a dedicated team, all working closely with the Key Account Management Team. This includes Product Development Specialists, Food Technologists, Nutrition Science and Sustainability focus, Culinary Consultants, plus Market and Consumer Trend Analysts



- What is the customer need across multi-protein base?
- What problems does the customer have that we can solve based on insights?

