



Building a **brighter** future in **Food Manufacturing**



GROWING
PRECIOUS
IDEAS
+

SPREADING
INNOVATION

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Fast-tracking **INNOVATION** and enabling businesses to be **Export Ready** for Asian Markets

With the support of the Victorian Government, the Food Innovation Centre is focused on the survival and renewal of the Australian food manufacturing sector. We are dedicated to unlocking consumer insights and product innovation for export into Asian markets where demand is increasing and opportunities are significant.

CENTRE OF EXCELLENCE



CAPABILITY

build best practice innovation capabilities.

COLLABORATION

foster for win:win.

CREATION

access the latest innovation thinking, tools and techniques to de-risk new product development and grow Australian businesses in Asia Pacific.

The Food Innovation Centre is a one-stop shop that has world class innovation capabilities, facilities and expertise that can support small and medium businesses in the food industry.

INNOVATION APPROACH

At the Food Innovation Centre we focus on de-risking the “front-end” of innovation to maximise product success, from first identification of a business opportunity through to early concept, prototype development and testing. Our philosophy is to fail early and fast during product development to deliver more commercially viable and robust solutions. We collaborate with an extensive network of service providers in the “back-end” of innovation to help commercialise and execute in market.

We use a simple iterative approach to solve big strategic challenges or the smallest tactical issue.



2015

CAPABILITY PROGRAM

Be immersed in our **'show me'** approach to the latest global best practices and innovation thinking to get your business ready for sustained growth in local and Asian markets.

ENGAGE: with the latest innovation practices, capabilities & tools.

EXPAND: your network with like-minded businesses.

LEARN: about Asian insights and practical tools that can be leveraged into export opportunities.

WORKSHOPS

These immersive workshops have been developed for any small and medium business looking to expand through use of best practice innovation and collaboration in the domestic and Asian markets.

Format: 2-3 Day Sessions



VICTORIAN SMALL & MEDIUM BUSINESS WORKSHOP

Grow your business using best practice innovation.

ORGANISATIONAL HEALTH

Optimise your business performance for growth.

RETAILER READINESS

Prepare your product for Asian and domestic retail channels.

ASIAN INSIGHTS: IDEA TO EXPORT

Capitalise on Asian insights and export opportunities.

NETWORKING EVENTS

These specialised and engaging events will provide insight and knowledge from keynote speakers on select topics to drive innovation capability and expand your network with like-minded businesses.

Format: Breakfast Sessions



3D PRINTING & PROTOTYPING

No one likes to fail, but if you are going to, do it fast.

CROWD SOURCING

Fast & cost-effective consumer feedback.

VIRTUAL STORE

Using digital reality to test your product.

ULTRA PREMIUM PRODUCTS

Unlock premium opportunities in the growing Asian export channel.

TRAINING

These hands-on innovation training programs to develop problem-solving skills and creative behaviours to embed a proven innovation process for developing a pipeline of ideas.

Format: 1-3 Day Sessions



INNOVATION THOUGHT-LEADERS

Learn from global industry leaders about best practice innovation.

INTRAPRENEUR ACADEMY

What is an Intrapreneur and why should you be one?

INNOVATION OPTIMISER

Learn to apply innovative tools and behaviours to solve real business challenges.

To register your interest now to attend a 2015 event: foodinnovationcentre.mdlz.com

INNOVATION

Helping you drive sustainable growth via

INNOVATION



Are you looking to:

- De-risk your next innovation or new products?
- Export your products into Asia?
- Expand your business and break into new retail outlets?
- Re-define the existing category you play in or break into a new category?
- Sense-check a new product/pack with consumers or customers before launching?
- Move your product out of a commodity priced competitive set and into a 'value add' space?

These are just a few of the problems we could help you solve.

We are a one-stop shop that will empower your team to uncover new insights, unlock creative thinking and bring to life unique ideas.

We look forward to collaborating with you. Contact: foodinnovationcentre@mdlz.com

CREATION SERVICES



IDEA GENERATION WORKSHOPS

Bring in the experts to facilitate a team workshop to generate new product ideas. We can tailor a workshop to suit your needs including taking your team through creative thinking, opportunity development, idea generation, concept refinement and selection.



LANDSCAPE ANALYSIS

Review your market through the consumers' eyes. Undertake a landscape study to identify "white space" for new product opportunities through a sensory based review of your category and competitive sets.



KNOWLEDGE MAPPING

Review your current business environment, knowledge and trends to identify key insights and knowledge gaps to fill. Walk away with a map of your business that enables you to prioritise your new product focus with confidence.



ASIAN CONSUMER PANELS

Tap into cost-effective and accessible Asian consumer panels located in Australia. They will give you the confidence to design and optimise your product to enable success in Asia.

We look forward to collaborating with you. Contact: foodinnovationcentre@mdlz.com

DESIGN LAB



It's ok to fail just do it fast

Providing world-class service in product, packaging and point-of-sale design by generating conceptual ideas through to 3D prototypes using state-of-the-art equipment.

FRONT-END Design Development

Risk reduction by using proven design processes



CREATE visual ideas

Simplify concept selection through visual ideas

- ✓ Design research.
- ✓ Ideation sketching.
- ✓ Digital concept development and refinement.

DESIGN Solutions

Validation of best design outcome

- ✓ 3D CAD (Computer Aided Design).
- ✓ Realistic form & function designs.
- ✓ Detailed 2D technical drawings.
- ✓ Mockups and 3D printing.
- ✓ Files adaptable for Virtual Store validation.

BUILD Prototypes & Test

Reduced costs and faster turnaround

- ✓ 3D prototypes to communicate design purpose & fit.
- ✓ Evaluate ergonomics, aesthetics and usability.
- ✓ Positioning of graphics and label.
- ✓ Primary, Secondary & Tertiary Packaging.
- ✓ POS Mock Ups.



We look forward to collaborating with you. Contact: designlab@mdlz.com

VIRTUAL STORE



Visualising the Perfect Store



A change to the retailer shopping environment will bring about a change to shopper behaviour. The RIGHT changes to the shopping environment have been proven to drive growth for categories.

To help determine what changes to the retailer store environment are the right ones, the Food Innovation Centre has a custom-built Virtual Store facility. In partnership with our software provider, you can efficiently test and trial many different in-store changes prior to physical execution in-store.

Key uses of **Virtual Store**:

- Test and trial the impact of:
 - Shelf layout changes.
 - Packaging design / labelling.
 - Display locations in store.
- Understand shopper behaviour in-store via digital eye-tracking technology.
- Bring to life commercial ideas during key customers meetings and workshops.

We look forward to collaborating with you.
Contact: foodinnovationcentre@mdlz.com



COLLABORATION FACILITIES

If you're looking for a contemporary and innovative collaboration space in Melbourne, try the world-class Food Innovation Centre.



We specialise in small and medium-sized events and can cater for a range of requirements.

- Open plan collaboration space, seats approximately 30 people.
- Two formal meeting rooms, seat 8-10 people.
- Virtual Theatre with 2m x 9m presentation screen, seats 25 people.
- Fully operational kitchen.
- Function catering available.
- Free car parking.
- Open Monday - Friday, 9am - 5pm.
- 45 minutes from Melbourne CBD.

**SUPPORTED BY
STATE OF THE ART
TECHNOLOGY AND
EQUIPMENT**

- Wireless Projectors.
- Digital Tabletop.
- Interactive Presentations.
- Virtual Store Environments.

We look forward to collaborating with you. Contact: foodinnovationcentre@mdlz.com

Collaboration Space



3 x Soft Walls



Meeting Rooms



Kitchen



Virtual Theatre



Theatre Wall





To collaborate with us contact:
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