



Practical example – FOOD EVOLUTION®

BACKGROUND/ CHALLENGE

- > Autumn 2007: international bidding from **Migros Group** concerning the whole condiment range
- > Goal: **relaunch** in 2008
- > **Lack of a clear segmentation** of current Migros condiment range
- > **Little innovation** in this product category

CONTRIBUTION

- > **Leading** process and Delica intern resources
- > Category-, competitor- and SWOT **analysis**
- > Market segmentation, segment positioning and definition of potential
- > **Idea generation** for product innovation
- > **Quantitative consumer test:** lid options
- > Elaboration of **final bidding documentation**

RESULTS

- > **Win** of bidding against international competition
→ **Launch spring/ summer 2009**

