



## PRACTICAL EXAMPLE – FOOD EVOLUTION®

### BACKGROUND/ CHALLENGE

- > At a workshop with Bina, Aproz, MGB and UNICO back in spring 2013 plenty of ideas for new beverages were created
- > **Goal:** create innovative ideas and concepts for Migros' beverage business (all categories except milk)

### CONTRIBUTION

- > Preparation and conduction of a 2 day **ideation session** with an interdisciplinary team of Migros people, external experts and out-of-the box thinker
- > Selection of **TOP 5** out all generated ideas; further development of TOP 5 ideas to marketable and technically feasible (draft) concepts

### RESULTS

- > **Launch:** first product launched on April 2014 in Migros: Tencha Half & Half
- > **Tencha Half & Half Lemon:** the refreshing drink consists of Black tea with lemonade and fruit juice. It combines 2 beverage "worlds" in 1 product: tea and juice

