



 **New Product Development**

Turning your food vision
into commercial reality

The Holmesterne New Product Development Kitchen

As our customers strive to differentiate their food products in their market places, Holmesterne's Development Kitchen has been playing its own significant part in helping them to achieve their objectives.

These days the Kitchen is very much at the heart of our business with customers briefing us to turn their food ideas and projects into commercial reality. As a result the Kitchen is now playing its own significant part in the overall growth of the company and our customer base.



Getting it right first time!

The development Kitchen is headed by Chef Richard West who joined Holmesterne in October 2015. Since then he's built a team of skilled food technicians to assist him. Everyone has a background across commercial and retail catering. Recognising the potential, Holmesterne has invested in building this team as well as the Kitchen infrastructure and equipment.

Customers know Holmesterne as a leading food manufacturing company supplying the finest raw and cooked food products to partner customers in Retail, Manufacturing and Food Service. What many are now finding is the strength and depth of knowledge in the NPD team, their ability to create bespoke recipes and get them to market with the minimum of fuss and delay. Developing a dish into a viable product is both a skill and a science.



"We are developing a reputation as the 'go to' provider and preferred supplier to our customers. We produce development dishes and deliver them to customers on time, and even regularly before time. Our ability to get dishes right first time is down to our expertise and knowledge of the processes needed to turn a development dish into a viable commercially produced dish. Customers are buying in to our successful NPD formula - innovative thinking, quality products and speedy response time. Getting it right first time ensures we surpass customer expectations and generate repeat business for the Kitchen".

Richard West, NPD Manager, Holmesterne Foods.



Knowledge is key!

Developing new products is an exciting and invigorating part of any food production journey. We respond with enthusiasm and a 'can do' attitude. As food requirements and regulations evolve at an ever increasing pace Richard is always learning and adapting his skills and encourages his team to do the same. Developing new products is also a complex process requiring knowledge of a range of vital processes including:

- ~ *Ingredients and nutrition*
- ~ *Volumes*
- ~ *Processing techniques*
- ~ *Legislation - awareness of all the rules and regulations*
- ~ *Food trends - consumer demands and preferences*
- ~ *Compliance with retailer requirements*
- ~ *Budgets and cost implications*
- ~ *Through the line industry knowledge and supply*

And above all, knowing that the dishes we create in the kitchen can be perfectly replicated under manufacturing conditions. Testimony to this is that during 2016, 15% of customer development dishes were launched into the market place. The industry norm averages 10%.



What's cooking in our Kitchen?

Ultimately it's what we can create for our customers that really matters and keeps us at the forefront of what we do. Our development capabilities mean that we are not limited to a particular cuisine type and our production methods ensure flexibility, consistency and diversity across all ranges. We can help to develop a range of food types including:

- ~ *Ambient ready meals*
- ~ *Meat and poultry dishes*
- ~ *Sausages*
- ~ *Stuffings*
- ~ *Vegetables*
- ~ *Soups*
- ~ *Sauces*

The fully equipped Development Kitchen is designed to ensure that factory production processes can be replicated. We work closely with our ingredient suppliers so that we can cook up the type of new and innovative products demanded by our customers.

We are fully accredited by BRC and SAI Global Food Safety. The company operates to a rigid HACCP system and has an extensive Food Safety & Quality Manual to ensure that all our products comply with both legislation and our customer requirements.

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How do you benefit?

The sheer experience and dedication of the Holmesterne NPD team contributes significantly to the successful addition of dishes to our customer's portfolios and their launch into the market.

- ~ *Innovative design of ingredients and dishes*
- ~ *Time and money saved by getting samples right first time*
- ~ *Fast turnaround from brief*
- ~ *Development dishes that work in commercial production*
- ~ *Above average industry figures for NPD launches*
- ~ *Sales potential enhanced through excellent products*

Call us on:

01748 813928 or 813939
to discuss your project



“Diversity has kept me dancing!”

We prised Richard out of the Development Kitchen to talk about his career in catering and his life in the food industry:

“I started my journey into the food industry aged 13, washing dishes at a Cavalier Steak House in Leeds. Since then my career has taken me to Singapore, Bangkok, Santa Fe, Cyprus, Morocco and Barcelona, expanding my culinary knowledge and helping me see every aspect of this fascinating industry.

On leaving school at 16 I went to Catering College and then on to jobs in Hotels and Restaurants with a five year tenure as Head Chef at a leading restaurant with rooms.

After 15 years of unsociable hours I jumped ship into the food development and manufacturing industry. My experience has spanned chilled Ethnic snacks and ready meals for retail through to developing sauces, marinades, culinary pastes, formed butters and sauces, value added vegetables and dressings. Then on to working with primal and added value pork, bacon and gammon products before a move to a company specialising in cooked meats, sausages, stuffings and pâté.

As I approach my 18th year in food manufacturing I am now New Product Development Manager at Holmesterne Foods. My team works on an extremely wide range of products and processes and is an increasingly important part of the company’s customer support and service programme.

The knowledge I have gained over the years in different manufacturing processes gives us the confidence that what we develop in the kitchen can be readily replicated in the factory when the products go through to launch”. Richard West, New Product Development Manager, Holmesterne Foods.

-----> [Click here to read more about Richard’s experience](#)

Join us on a journey from concept to the shelf

Our development process Road Map is about building strong relationships with customers, sharing our vision and creating partnerships where ideas for new products flourish and successful income generating dishes are launched to market



The Brief

Consult → Listen
Suggest → Advise



The idea

Brainstorm
Specific brief
Innovation
An idea is born



The Recipe

As a department we discuss & transform the idea into a recipe



Factory Trial

Customer approves product sample

Factory trial ensures we can replicate what was created in the Kitchen & to generate product for our customer’s trials

Trials are overseen by NPD but run by the factory with Technical in attendance



Samples

Kitchen samples are made, tasted & tweaked as necessary

A unique development code is allocated - sample sent for costing

Samples despatched to our customer with a one page specification if required



Costs & Logistics

All the parameters, yields, costs & organoleptics confirmed against the approved kitchen sample

Technical department start the Quality Attribute Sheets (QAS) & customer specifications

Samples from first production checked against approved factory trial to ensure product consistency for development to launch



Delivery to customer

Ongoing support & advice

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