

Food
has a
new
home.

Give your product a new home in the culinary market with Tetra Pak

Cooking at home has given consumers the control they want when it comes to food. They are looking for healthy, sustainably produced and convenient packaged food.

To tap into this changing consumer landscape, food producers must be able to innovate with safe, quality food, while also providing stability and reassurance.

Tetra Pak has processing and packaging solutions to help you meet consumers' demands.

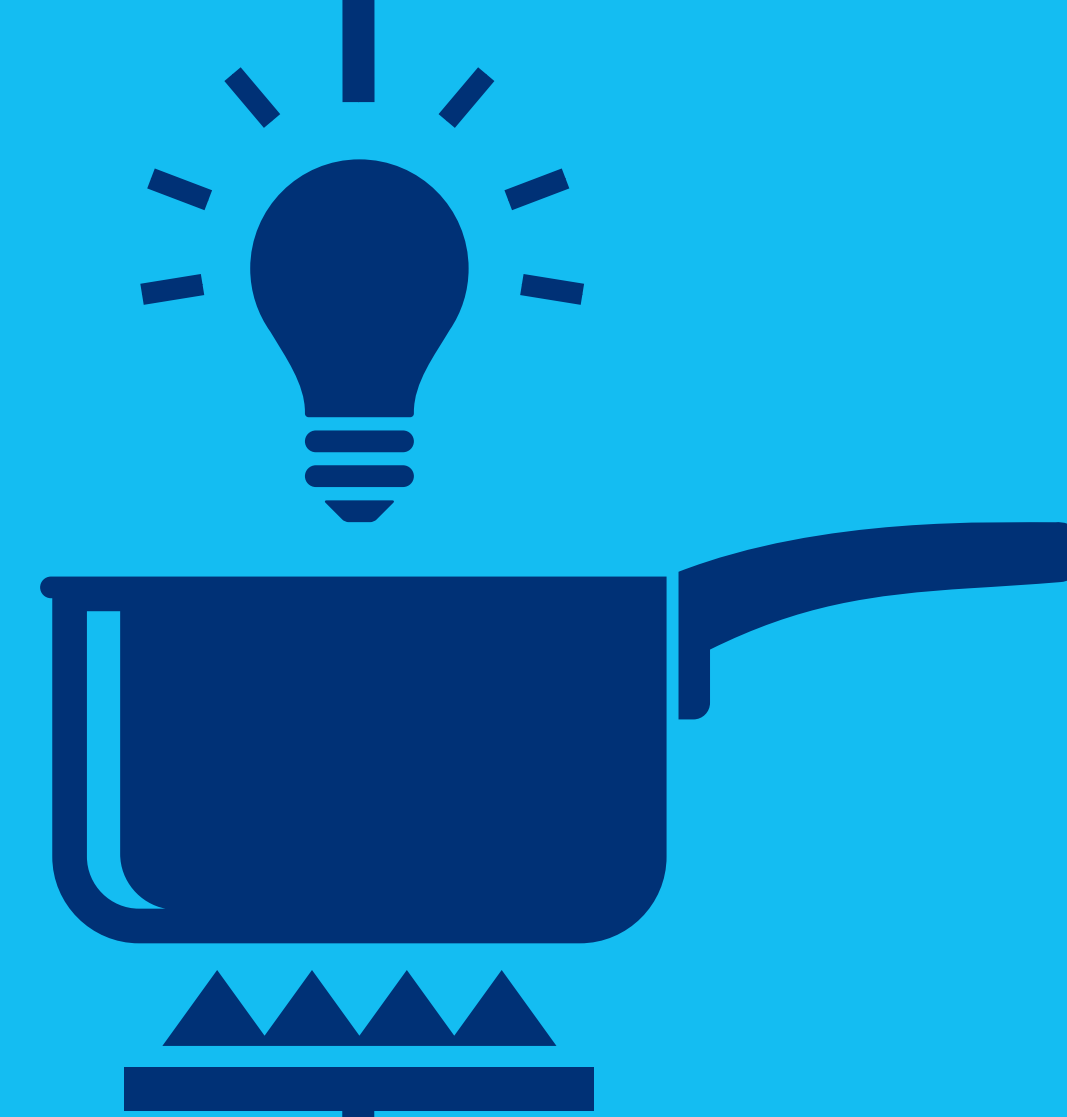


6 out of 10 consumers say they've cooked dinner at home more often than before in the past year.¹

Cook up your idea

Consumers are cooking a variety of foods at home – from fresh, crunchy vegetables and heart-warming soups – to convenient and tasty ready meals.

At Tetra Pak's Customer Innovation Centres, we can co-create a wide range of concepts and prototypes – confidently and quickly. With almost 70 years of food expertise across the value chain and deep consumer insights, we can co-create your ideal culinary product and brand.



20% *of consumers state that they are looking for food products that enhance the pleasure of cooking together.²*

Nurture your prototype

Tasty ideas attract new consumers. Understanding ingredient benefits and usage applications is important in validating desirability and feasibility before launching a product. Tetra Pak's Food Development Centres allow for in-person and travel-free product trials with skilled food technologists to test for quality, texture and flavour.

Experiment with traditional and new ingredients at our collaborative Food Development Centres.



Commercialise your innovation

Giving your products the sensory appeal and texture attributes that consumers expect, while adding in functional claims to support individual needs, will differentiate your product and satisfy consumers. Tetra Pak's processing technology can take your prototype to commercialisation, while maintaining product characteristics and operational benefits. Our solutions also enable you to maximise efficiency, flexibility and ingredient protein yield while minimising waste, operational costs and environmental impact.

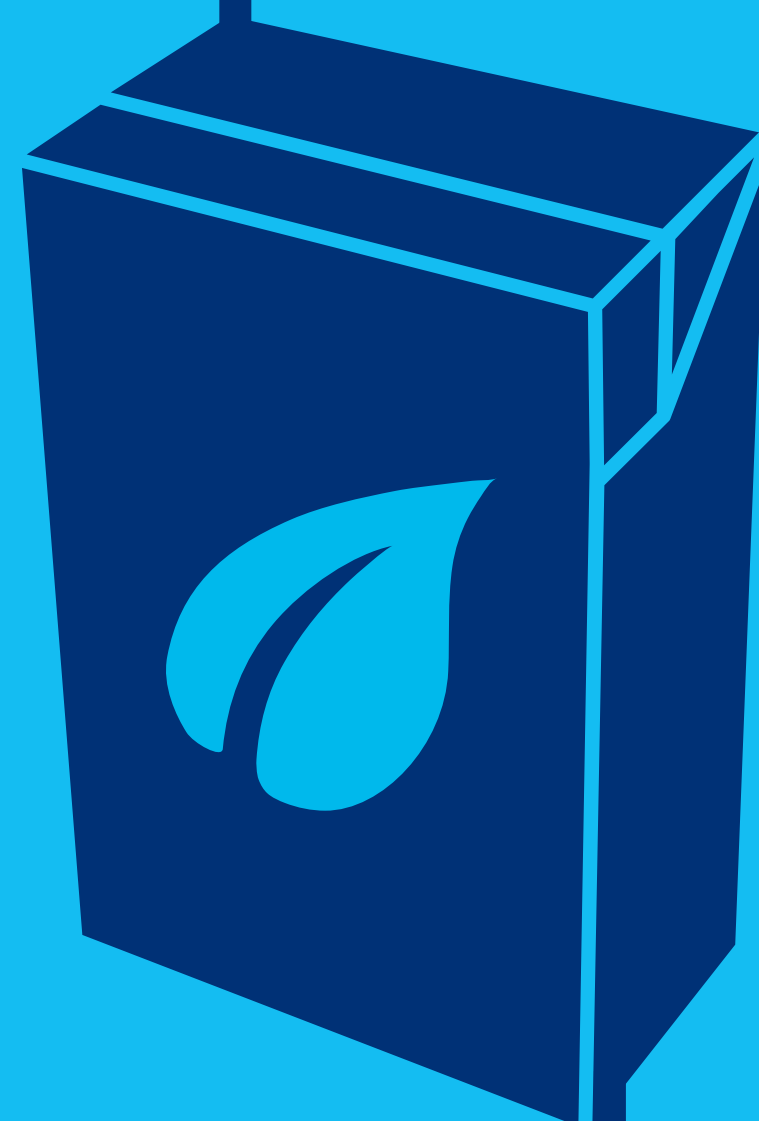
Cooking ingredients are performing strongly, reflecting the increased home cooking trend.³



Sustainable, e-commerce-ready packaging

Rethink the way your products reach consumers' homes. Tetra Pak packaging solutions are made with renewable materials, such as paper and sugarcane-based plastic coatings and openings. The paperboard comes from FSC™-certified forests and other controlled sources. Our packages optimise the use of materials, space and are lightweight, allowing for safe and efficient transportation.

53% *of consumers prefer a brand with good environmental packaging credentials.⁴*



Enter new markets successfully with Tetra Pak

With almost 70 years of close customer relations and partnerships, Tetra Pak's team of experts can support your food industry requirements at all levels.

Looking for an agile set-up to go-to-market? Our co-packing network is ready to get your products into consumers' homes.

[Get in touch](#)

References

^{1, 2, 3} Tetra Pak, Kitchen Helper's Research Report, 2021

⁴ Statista Plant Based Beverages Market Value Worldwide, 2020

The FSC license code for Tetra Pak is FSC™ C014047

To find out more about Tetra Pak's Food Development Centres, [visit our website.](#)