

Concept to shelf in three steps

When you've got a new product in mind, you want to get it from concept to shelf as quickly and efficiently as possible, without sacrificing product quality. To achieve this, you need a partner with the experience, resources and expertise to innovate quickly while seamlessly balancing your other needs.

With a broad range of solutions to support operations of any size, Tetra Pak is that partner. Explore the three steps from concept to shelf and discover how we can help you get your product to market.

The three steps

1 Workshop: Develop the idea

Cultivate, refine and improve your new product ideas in our Customer Innovation Center by leveraging our expertise on market trends and consumer insights. By combining research, business intelligence data and understanding your target audience's needs, we will work together to find the sweet spot for your brand.



2 PDC: Test your formulation

Draw on Tetra Pak's experience in the beverage sector to co-create a formulation that fits your product's concept. Then develop your prototypes and achieve the characteristics you want at our Product Development Center (PDC). In our PDC, we apply rigorous testing to guarantee food safety and provide the product quality, nutritional value and long shelf-life consumers want. Formulate, produce, test and perfect your ideas without impacting your current production schedule.



3 Create Solutions: Processing technology and ideal package

In lean operations, efficiency is critical. Thanks to years of experience in food processing, we can design the most efficient production line for your product, protecting food and beverage quality and maximizing productivity and safety. Additionally, we have a diverse portfolio of packaging solutions that offer functionality, differentiation and environmental innovation.



Co-packing network

Looking for a quick go to market solution? Tetra Pak's global network of co-packing partners offer a shelf-ready solution for brands and product start-ups, so your product can hit the shelves with a quick go to market timing. Choosing a partner to pack your product lets you focus on building your brand and achieving the desired business growth.

Tetra Pak's co-packing partner network can help you overcome FDA regulation and logistical challenges, as well as reducing your carbon footprint. Additionally, a variety of formulations and SKUs may be tested, delivering the flexibility you need to thrive in the competitive food and beverage space.

Additionally, you will benefit from a number of turnkey services such as processing support, and sourcing and ordering ingredients, helping to avoid unnecessary capital expenditure.



Learn more about Tetra Pak and how we can help you get your product to the food and beverage market efficiently, cost-effectively and fast.

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