

NANCY'S PIES

Situation:

Nancy's Pies, the holding company for the Hill & Valley Gourmet line of baked goods, was looking to develop a new line of gourmet products. They had identified the quiche category as an area that had room for commercialization.

Their Need:

CSG was hired to support the development, testing and research of their idea and provide a variety of freeze/thaw stable formulations that could succeed in their manufacturing plant and in a food service ready-to-use format.



Primary Services Provided:

- Product targeting and ideation sessions
- Ingredient and raw material sourcing for purchasing
- Gold-standard recipe development
- Product testing and cutting and internal tastings for sales group
- Pilot plant runs and formula scale-up
- Developed Quality Assurance standards and manufacturing best practices
- Product food-styling

Results:

Five unique quiche varieties were delivered for Hill & Valley that were available baked and frozen, frozen ready-to-bake, and bulk frozen quiche custard. The products were available through food service distributors, supermarkets and specialty distributors.



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