



BEHIND OVER 200 BRANDS WORLDWIDE TO DATE



BRANDING
INNOVATIONS

THE EXPERTS IN DRINK DEVELOPMENT AND BRANDING

WHY CHOOSE BRANDING INNOVATIONS?

- 1** We are experts in Recipe Development and Branding.
- 2** Developed and launched over 200 brands, Worldwide in the last 20 years
- 3** Highly experienced and knowledgeable team.
- 4** We treat every brand like it is our own.
- 5** In a VERY competitive market we give you the BEST chance of success.
- 6** Mentoring and advice all along the way to prepare you for the industry.
- 7** No other company can offer this ONE Stop Service to Success.



THE EXPERTS



Richard Horwell

Has spent nearly all of his working life in FMCG (over 35 years) having lived and worked in the UK, USA, Middle East and Australia. In the last 20 years he has been focused on the Food & Drink industry in which time he has been behind the Development, Branding and Launch of over 200 Brands around the World. His knowledge, contacts and expertise are seen as the best in the world. During this time he has also built up and sold his own brands successfully and more recently written the book on How to Develop and Launch a Drink Brand. This is an incredibly tough and competitive industry where a lot of time and money can be wasted but Richard treats every brand like it is his own and enjoys helping and mentoring new Entrepreneurs to the industry, to insure their BEST chance of success.

Finished University in 2016 and has since worked on various projects related to Holistic Health and Sports Recovery, she is a Superfood and Plant based expert. In the last three years she has been fully focused on the food & drinks industry, since the onset of Covid and decided to focus her energy on the functional & wellness sector. Dr Lilla has worked with leading brands in the UK as well as startups, her expertise covers Nootropic ingredients to boost mental performance, ingredients that help with recovery, hormonal balance, or any other ingredient that holds the function to improve one's life. Her ability to match ingredients and create active recipes is by far the best in the World.

Dr Lilla Bessenyei





RESEARCH



Innovation not imitation

We at Branding innovations are specialists in creating award winning, ground breaking recipes, we do that by starting with research, understanding the category you are entering, the competition, the mistakes made by other brands and where the innovation is going This is KEY to insuring you have a brand of the future, not one of the past

Dr Lilla will oversee all of the research and help create a document for you to understand everything about where you are going and what you need to do, she will advise on the best ingredients and what others have used in the past, plus the direction of current innovation, then share this document with you.

Once you have had the chance to read this we will have a Brainstorming session to explain all of our thoughts, ideas and advice as to the best options, from this we can than build a brief to be sent to the Recipe Developer. At all times this is your brand and you make all the final decisions, we just give you our advice. We usually create up to three variants of your concept in the Brief.

Many Recipe Developers just do exactly what you ask them for, this may not be the right direction, this is why we have been so successful in the past because we treat every brand like it is our own and give the best advice possible.



RECIPE DEVELOPMENT

Consumers buy for health but return for taste

When the Brief has been created we start ordering in ingredients from our large range of specialist suppliers, these are then shipped to our laboratory. Claire oversees the Lab and after 38 years in the industry her knowledge and experience is by far the best in the world.

We will then create a range of samples for your feedback (but until we feel they are of the highest standard we will not send them), we care about every brand that we work with like it is our own.

We pride ourselves that we want the client to be 100% happy so until you are happy we will keep creating recipes, as long as the brief does not change. Most recipe developers charge more money after a few attempts, we are not like that.

Whatever the project; soft drink or alcohol we will make this this is the best it can possibly be, with the healthiest, natural ingredients, as that is what today's market demands.





BRANDING, MESSAGING AND NAMING

The most expensive word in this industry is Education

If you can't do this on the packaging then you will end up spending a fortune and probably fail.

The packaging needs to engage the consumer to sell the brand, for new products consumers don't care about a fancy logo or funny name they want to know 'what's in it for me?' so instead of covering the packaging with the brand name you need to catch the consumers attention with why they should buy your brand and not their usual choice.

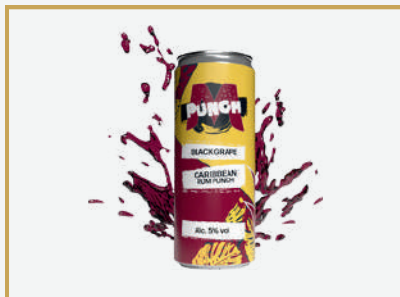


PLUS need to do this inside around two inches on the front (as you will end up in fridge rammed up against the competition) and from up to six feet away, as that is around the distance the consumer could be trying to read your packaging. It is incredibly tough to get this right BUT we are the experts at this. After over 200 brands we know what works and what doesn't, we know what attracts consumers, we are experts at taking the most important messages and creating award winning branding to make your brand stand out from the crowd and communicate with the target consumer. After all if they don't pick your brand over the masses of choice out there you will fail.

Trusted by Brands Across the Global Beverage Industry



Over 200 Beverage Brands Developed Worldwide





MANUFACTURING & HANDOVER

There are many types of packaging for drinks from PET, to Glass, Cans, Aluminium Bottles, Pouches, Tetra Pak, Shots & Sachets, we have contacts in every area to select the best option and MOST reliable co-packer., we know this industry better than most and therefore are able to pick the most reliable and professional co-packer to fill your product, after all if you get it wrong the first time you may never get another chance and all your investment will be wasted. We are well experienced in creating Halal suitable recipes and insuring they are approved

Once your recipe is complete and approved we will create a Handover Document sharing all the suppliers details, their current pricing plus the costs for small and large runs so you can fully understand how volume can make a new brand affordable, plus build a pricing structure for the present and future.




We do not take any fees or commissions from our suppliers and we are a completely open book to introduce you to everyone you need ready for your long journey. We select all the best, most natural ingredient suppliers as we feel this is what the market demands, assuring you of their best pricing.

THE NEXT STEPS






The next steps are for us to fully understand your project, this is a very competitive industry and most projects fail, so we need to feel confident your idea has the BEST chance of success, therefore we suggest a phone call, ZOOM or Face to Face meeting in our UAE Offices to give you our advice, this is a free of charge consultation before we take on any projects.

FOR FURTHER DETAILS, CONTACT US

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THANK YOU!

We look forward to working with you.

HOW TO DEVELOP AND LAUNCH A DRINK BRAND

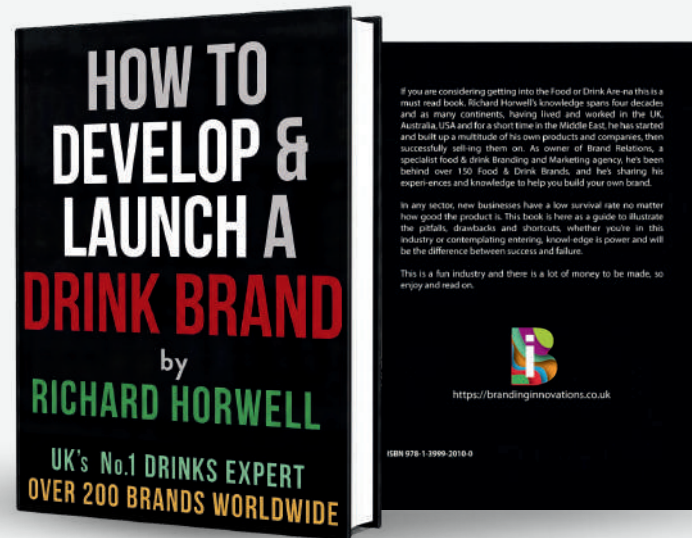
After 20 years in this industry I have seen so many brands fail and so many mistakes made, I wrote this book to give Entrepreneurs a full understanding of what they were letting themselves into and how to have the best chance of success.

**AVAILABLE WORLDWIDE ON AMAZON AND MAJOR BOOK RETAILERS.
ALSO AVAILABLE IN AUDIO ON SPOTIFY, AUDIBLE, AND THROUGH OUR WEBSITE.**

"Innovate, don't imitate,
create recipes & flavours for
the future"



"You must have a point of
difference to what is already
out there, so consumers will
cross the road to buy your
brand"



"The most expensive word
in this industry is
education"



"Consumers will buy for
health benefits but return
for taste."



"Knowledge is power,
understand as much as you
can about your market."

