CASE STUDY 03

FLAVOR RANGE DEVELOPMENT FOR A SINGLE-PRODUCT BRAND

How a single collagen product became a ten-flavor range

THE CHALLENGE

A founder with a market and a route to it had a collagen product at concept stage. In a category where formulations are similar and flavor drives repeat purchase, the client needed a partner to build and maintain a flavor range, starting with a small test run.

ORIN SOLUTION

- Co-developed the formulation, unchanged since launch
- Uses retail data from its sister direct-to-consumer brand to assess flavor performance beyond tasting panels
- Built ten flavors on one formulation, including seasonal releases at short notice; one flavor proposed by ORIN is now among the client's best sellers

THE OUTCOME

Orders grew from a single test run to regular monthly production, built on one formulation, ten flavors and one manufacturing partner throughout. This has let the client concentrate on demand rather than supply. ORIN and the client are now in joint development on additional products to extend the range.



1
formulation, unchanged since launch

10
flavors built on that formulation

1
manufacturing partner, from test run to monthly production

CLIENT
Founder-led, single-product brand

INDUSTRY
Direct-to-consumer supplements

STAKEHOLDERS
Founder

ORIN