



Technical consultancy for optimisation of noodle products in Europe.

Optimisation of products to ensure 'significant win' against key competitors when conducting blind testing.

The Challenge

Protolan were recruited to provide specific technical expertise to enhance noodle technology for a major blue-chip manufacturer.

A challenge to improve texture and taste, whilst adhering to the ISO noodle standards were major considerations.

Delivering Success

The project was based at a European manufacturing site, within the R&D facility.

By utilising our market leading knowledge on raw materials, process and chemical interactions for colour, texture and consumer preference, Protolan worked with our client to achieve their objectives.

Unique technical knowledge of the product and factory resulted in better than expected results in consumer preference tests resulting in key wins for the brands involved.

Services utilised...

Product Development

Process Development

Technical Expertise

We don't just know food - it's our passion.

