



Experience of the critical path leads to highly successful launch of over forty products...

Hutchinson Interim NPD Case Study

Client: Blueberry Foods (Samworth Brothers)
Assignment: NPD – Chilled/Ambient Premium cakes & deserts
Interim Manager: Alison Jenkins

When Hutchinson were called with the task of helping to ensure that a demanding launch plan was achieved, they were once again challenged to find a high quality interim at short notice who would immediately add value..

The Background

Owned and operated by Samworth Brothers, Blueberry Foods Leicester opened in 2008 and is a state of the art bakery producing premium cakes and desserts (both chilled and ambient). Samworth Brothers are a fourth generation family company with 13 businesses providing chilled products in the UK, with over 7000 employees.

The site employs c. 150 employees and supplies their key customer Marks & Spencer with a range of cheesecakes, fresh cream meringues, sponge puddings, party food, Christmas Centerpiece desserts, ambient cupcakes and loaf cakes.

The Task

With a daunting plan to launch forty new products within 3 months, Blueberry Foods needed support for their Process Development Team. The small team had only been in place a short while and they needed someone with dessert, bakery and retailer experience that could step straight into a busy product trial schedule to assist them in delivering these products.

Working to the critical demands of a very important customer meant that “failure was not an option” – the launch plan needed to be delivered in full and had to run efficiently in the factory.

The Solution

With almost 20 years experience in NPD gained in some of the best-known food companies in the UK, Alison Jenkins was ideally placed to succeed in this assignment. Her background and track-record of success in both concept and process development meant that Alison was able to call upon her planning and organisational skills to ensure that the products were trialed on time and that the critical path was adhered to.

The role was customer facing and together with the customer Developer and Technologist Alison was able to call upon her previous retailer experience to manage and anticipate their requests both off site and on site. Previous dessert and bakery experience meant Alison could understand the production and planning constraints that this business had and apply more accurately the new products being launched.

All products on the critical path were successfully launched within the given timescale.