



## Interactive approach between the market consumers and development for developing an innovative fermented whey based drink

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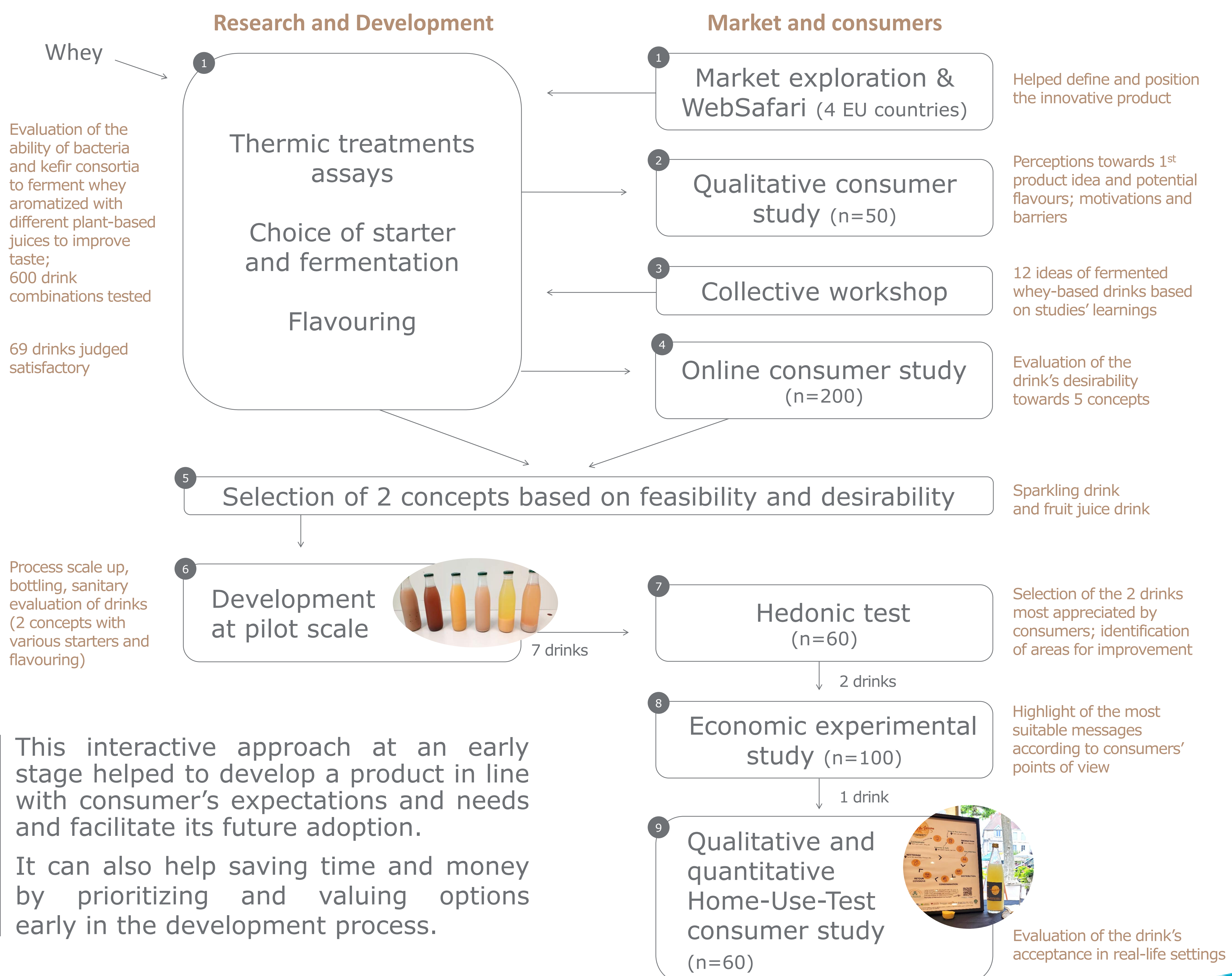
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# INTERACTIVE APPROACH BETWEEN THE MARKET, CONSUMERS AND DEVELOPMENT FOR DEVELOPING AN INNOVATIVE FERMENTED WHEY-BASED DRINK

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As part of the FAIRCHAIN European project, an innovative fermented whey-based drink has been developed to increase the value of cheese's co-product and limit wastage. While the success of a food innovation is conditioned by consumer desirability and technical feasibility, developing an innovative product remains a challenge, as little is known on how to design it to fit with consumer's acceptance. For that purpose, we used an interactive approach between market, consumers, Research and Development from the early stage of the project.



This interactive approach at an early stage helped to develop a product in line with consumer's expectations and needs and facilitate its future adoption.

It can also help saving time and money by prioritizing and valuing options early in the development process.

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Other subjects

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