

Whitespace Opportunity Roadmap

OBJECTIVE

Identify the most promising sandwich category opportunities for growth over the next 3 – 5 years with business rationale within existing production facilities.

CULINEX SERVICES

Whitespace discovery and opportunity analysis, customized innovation roadmap, concept development

KEY TAKEAWAYS

Immediate, mid-term, and long-term opportunities for egg expansion identified with critical client cross-functional team involvement - resulting in realistic action plans.

