

Innovation through collaboration: working together with designers, food technologists and chefs

TOPICS

- How to create...
- Collaborations, why?
- My collaborations!

How to create... Pastryclub

- Get inspiration by everthing were you get a wow feeling from.
- Brainstorm for ideas for the new product in flavour and visual part.
- First drawing for the visual part and design.
- Brainstorm textures
- First test/trail
- Evaluation
- Second test/trail using the feedback from the evaluation.
- Evaluation.
- Upscale recipe to production volume, add last feedback.
- Last test/trail in production volume.
- Quality test, flavour test, texture test and shelf test.
- Finishing recipe with tips and critical points for production.

How to create... industrial

- Clues.
- Brainstorm ideas.
- Test/ trails
- Evaluation.
- Test/trail by using the feedback from evaluation.
- Market test.
- Making new insights by using consumer feedback.
- Test/trail.
- Shelf tests, package tests, legals.
- Evaluation
- Marketing campagne.
- Product launch.

Difference in creating

What's the difference?

- The consumer decide often the range of products for the industrial.
- The consumer wants to taste the combinations from the artisan/chef.
- Artisan way of production, there is more possible in flavours and textures.
- Industrial way of prouduction, more production speed so more profit.
- Artisan product have short shelf compaired to industrials.
- Industrials product are often more sweet and Artisan can play with fresh flavours.
- Artisan mostly make the trends and industrials will often follow the trends.

What's better?

- Both ways are good.

Collaboration, why?


- Self awareness
- Creative
- Learn and learn some more.
- Inspiration
- Together you are stronger

My collaborations:

- Retailer(s)
- Restaurants (-chefs)
- Heerlijk Hopveld, Gemert
- Tuinen van Philips, Eindhoven
- JENN design, Jennifer de Jonge
- Chocobombes, Naomi Jansen
- By Flow 3D foodprinting



A collaboration between a patissier and a designer, both driven by food, how to eat, what we eat. Interaction between two perfectionists, two busy motivated people. Not afraid to make mistakes, we want tot try everytthing!

 JENNIFER DE JONGE





"Satisfaction of our customers is our highest priority in byFlow. To answer the real needs of the confectionary industry we observe, ask and listen. Therefore, a collaboration with an experienced Pastry Chef like Jurgen Koens is for us essential – we learn from each other almost everyday." by flow



THINK. DESIGN. CREATE. EAT.



chocobombes

by Naomi Jansen



Chocolates for pregnant women, filled with a healthy message.

As a symbol to increase awareness of the importance of healthy food during pregnancy.

chocobombes

by Naomi Jansen



The fillings have been composed of supportive nutrients for each trimester in pregnancy.

www.chocobombes.nl

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*Pastry*club
by Jurgen Koens

Collaboration video

