



DATA SHEET

Food and Formulation

Differentiate your brand, deliver product to market faster, and drive transparency through your supply chain with the Bamboo Rose Multi-Enterprise Platform for Food and Formulation.

Bamboo Rose Multi-Enterprise Platform for Food and Formulation

Today, consumers seek healthier food options, which requires putting trust in the sourcing and production practices of food retailers: the more transparent, the better. In addition, consumers buy food products from new channels and non-conventional outlets, placing pressure on traditional grocery retailers. This pressure is reflected in the fact that grocery stores in North America and Western Europe have recorded a two percent growth between 2012 and 2017.

In order to keep pace with the evolving trends of consumer-driven retail, traditional grocers have started shifting focus to private brands. More specifically, they've begun developing their own proprietary lines of private brand foods, which not only help retailers build brand value, but also foster customer loyalty and increase store profitability.

Multi-Enterprise Benefits

<p style="text-align: center; background-color: #76c73a; color: white; padding: 5px;">INCREASE</p> <p>revenue of your private brands through careful idea management, financial analysis, and geographic inventory planning.</p>	<p style="text-align: center; background-color: #5a3d9a; color: white; padding: 5px;">DRIVE</p> <p>higher margins through cross-product ingredients insights and better management of supplier performance and contracts.</p>	<p style="text-align: center; background-color: #5a3d9a; color: white; padding: 5px;">ENABLE</p> <p>transparency into products down to component level, helping customers and regulatory bodies understand the source of ingredients.</p>	<p style="text-align: center; background-color: #c0392b; color: white; padding: 5px;">FOSTER</p> <p>corporate social responsibility initiatives through strategic sourcing of ingredients and streamlined transport of products.</p>	<p style="text-align: center; background-color: #e74c3c; color: white; padding: 5px;">REDUCE</p> <p>the risk of regulatory compliance violations that could derail brand reputation and lead to costly recalls.</p>
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Developing high-quality private brand food products isn't easy, and it introduces new risk for retailers.

For example, retailers must check constantly to see whether a product's quality meets the standards of its customer base. They also have to learn to manage a complex ecosystem of food manufacturing, inspection, and labeling partners. And they need to ensure products meet the diverse regulatory requirements of the different geographies they serve. Otherwise, retailers could risk running into product recalls—a hugely damaging after effect to brand reputation and bottom line.

With the Bamboo Rose Multi-Enterprise Platform for Food and Formulation, retailers can now manage new product ideas and business cases, shorten product development lifecycles, deepen collaboration with strategic and trusted supplier partners, ensure compliance with regional ingredient and labeling requirements, and drive traceability throughout the supply chain, all the way to the ingredient level.

The Bamboo Rose Multi-Enterprise Platform for Food and Formulation Supports:



IDEATION AND BUSINESS CASE

Sift through hundreds of product ideas to find the exact product, or range of products, that align with strategic initiatives, brand standards, and financial forecasts.



INGREDIENTS LIBRARY

Access a centralized ingredient library of all recipe profiles and ensure product data remains consistent across food products; create an automated checks-and-balance system around allergen labeling and regulatory compliance.



RECIPE AND FORMULA MANAGEMENT

Collaborate with suppliers on product formulation and establish proper recipe processes with product developers, sourcing teams, and quality stakeholders; assess products to ensure they meet required compliance specifications.



CLAIMS MANAGEMENT

Evolving customer expectations and regulatory requirements are placing additional pressure on retailers to maintain compliance against ranging claims standards. Use third-party content integrations that support certified food claims (i.e., non-GMO, organic, pesticide-free) to reduce risk.



COMPLIANCE AND QUALITY MANAGEMENT

Analyze product recipes, ingredients, and packaged final products against regulatory requirements; assess whether products meet sensory requirements against brand standards.



VENDOR MANAGEMENT

Manage the RFQ process with potential vendor partners and assess suppliers for manufacturing capability and compliance; foster deeper relationships with selected sourcing partners by establishing clear brand and claims standards.



PACKAGING AND LABEL MANAGEMENT

Ensure product labels contain the correct nutritional facts, ingredients, and allergen information per respective market; create compelling packaging copy and reduce potential errors through user collaboration.



PURCHASE ORDER AND GLOBAL TRADE MANAGEMENT

Leverage real time visibility into supply chain logistics to stabilize inventories, lower safety stock, and reduce spoilage. Purchase order management capability allows retailers to continuously assess and improve vendor performance and understand the complete landed cost of goods.

Move away from legacy systems. With the Bamboo Rose platform for food and formulation goods, you'll be able to streamline the entire product lifecycle through a fully integrated, vendor-approved, all-in-one solution, ensuring your products meet the strictest standards of today's discerning consumer.