

Failures in Functional Foods and Beverages

12 reasons brands fail and 10 rules for success

“I like to study failure.”

Source: American billionaire investor Warren Buffet – and world’s 3rd richest person – speaking at a Coca-Cola shareholders’ conference.

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Product Information

ABOUT THIS REPORT

The smartest people know that studying the failures of others teaches us how to succeed. Examining the most common mistakes that companies make enables you to avoid them – and increases your chances of success.

This is the 3rd edition of our massively popular and unique Failures report. A fully-updated analysis, featuring 10 completely new case studies, it incorporates the latest thinking about what causes failure and what cultivates success.

This 117 page report analyses 22 detailed case studies of brands that failed or “stumbled”, and sets out clearly:

- The 12 most common causes of failure
- The 10 Golden Rules for Success

Companies big or small can learn and apply the lessons of failures of the last 17 years.

At New Nutrition Business we are the worldwide experts in understanding the causes of success and failure in functional foods and beverages. No one has done as much research or created as many case studies on this subject.

Categories we cover in this report:

- Dairy
- Beverages
- Snacks
- Breakfast cereals
- Vegetables

Health benefit platforms covered by the case studies:

- Heart health
- Bone health
- Digestive health
- Immunity
- Joint health
- Beauty
- Energy
- Weight management



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ABOUT US

This report draws on material published in our journal *New Nutrition Business*, which provides case studies and analysis of success and failure in the global nutrition business. It is used by more than 1,700 corporate subscribers in 42 countries.

Since 1995 we have been researching, analysing and forecasting the global nutrition business, and we provide expert consultancy to companies and government organisations around the world.

Many companies make *New Nutrition Business* available online to all of their research, product development and marketing staff. Our website – www.new-nutrition.com – contains the largest searchable internet database of information about the business of food and health.

We have a small staff – all with experience in nutrition or in food and beverage marketing – but a global perspective, with offices in London and New Zealand and affiliates in Japan and Finland.

ABOUT THE AUTHOR

Julian Mellentin is one of the world's few international specialists in the business of food, nutrition and health. Julian is the owner and editor of *New Nutrition Business*, the leading source of industry and market analysis, which has focused solely on researching and forecasting the nutrition business since 1995.

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COMPANIES AND BRANDS IN THIS REPORT

Arla Foods	General Mills Fiber One	PinnoThin
Benecol	GoodBelly	Pom Wonderful
Bevmark Consulting	Graze	PomeGreat
Calpis	Kelloggs Special K	Provexis
Cereal Partners	Kroger	ProViva
Coca-Cola	Lipid Nutrition	Red Bull
Comvita	Lipton Linea	Safeway
Danone	Minute Maid Heartwise	Simply Great Drinks Company
Danone Actimel	Monoprix	Sirco
Danone Activia	Muller Vitality	Symphony IRI
Danone Danonino	Multiple Marketing	Tip Top Up
Danone Essensis	My Muesli	Tropicana
Delamere Dairy Top Life Prime Time	Nairns	Unilever
Emmi Emminent	Naturally Gorgeous	Unilever Flora pro.activ
Emmi LactoTab	Nestea Enviga	Vital Vegetables Booster Broccoli
Evolus	Nestle	Waitrose
Facebook	Nestle Nesfluid	Weetabix
Fonterra Anlene	Nestle Nesvita	Weetos
Fonterra Clear Protein	Next Foods	Whole Foods Market
Fonterra Whole Water	Nibblr	Wholesome Valley Foods Barnana
Frito-Lay Flat Earth	Nielsen	
General Mills	Novartis Aviva	

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