

ProductInnovationXchange®

PRESENTED BY PREPARED FOODS MAGAZINE | POWERED BY VERTICALXCHANGE

Attendee Qualifying Questionnaire

Please identify your new product initiatives and/or challenges. The following questions will direct the *Prepared Foods*' editorial staff regarding their research of the types of solutions that would be appropriate to present to you this Spring.

Please review, complete and fax the form(s) to **Elizabeth Lange** @ 952-736-9362 or e-mail to elizabeth@verticalxchange.com

Please Print

Name:	Company:
Title:	Company Size (employees):
Phone:	Company Revenue:
Fax:	Email:

A. Product Challenges (including health, sensory, quality, etc.): (Please prioritize your level of interest in the topics listed below on a scale of 1 to 3; 1 being of highest interest, 2 being of medium level of interest, and 3 being of lowest level of interest)

<ul style="list-style-type: none"> Allergen-free Antioxidants enhanced Blood sugar control/diabetic/low-glycemic Beauty within/cosmeceuticals Bone health Calcium enriched Cancer risk education Cardiovascular health Cholesterol lowering Color Dietary fiber, increased levels Digestive health Energy providing Eye health Fortification Hypertension Immune enhancement Improved cognitive function Inflammation control 	<ul style="list-style-type: none"> Joint health Low carb Low fat Maintain/increase product yields Menopausal issues Mineral enriched Organic claims Particulate identity Protein, increased level Reduce formulation costs Saturated fat, reduced Sports performance, enhanced Texture/ tactile Trans-fat reduced Vitamin enriched Uniqueness/superiority of taste/aroma Weight control
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B. Ingredient Categories: (Please prioritize your level of interest in the topics listed below on a scale of 1 to 3; 1 being of highest interest, 2 being of medium level of interest, and 3 being of lowest level of interest)

<ul style="list-style-type: none"> Acidifiers/PH control Amino acids Antioxidants for healthy/beauty Antioxidants for nutrition/health Antioxidants for shelf life Bases, mixes, stocks, soups Batters, breadings Bulking agents Cheese/cheese powders Chocolate Colorings Cultures (starter) 	<ul style="list-style-type: none"> Minerals Mushrooms Nutritionals, emerging Nuts Omega 3 fatty acids Pectin Phosphates Phyllo dough Phytosterols Prebiotics Probiotics/Cultures Proteins for nutrition (increased protein
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Dietary fiber/resistant starches Dough conditioners Encapsulation systems Emulsifiers Enzymes Fats & oils (vegetable) Fats & oils (animal) Fiber Flavor enhancers Flavor systems, savory Flavor masking Flavor systems, sweet Flours Fruit/fillings (eg. baked goods) Fruit juices Inclusions Gums, hydrocolloids Herbs Leavening agents Maltodextrins Minerals Maltodextrins	levels) Proteins for texture (thickeners, emulsifications) Proteins & peptides, specialty (for hypertension, sports performance) Reduced sodium Seasonings Starches Sweeteners, non-nutritive Sweeteners, nutritive Trans-fat reduced Vegetables Vegetable juices Vitamin enriched Whole grains Other (please specify below) 1. 2.
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C. Consumer Insight Data: (Please prioritize your level of interest in the topics listed below on a scale of 1 to 3; 1 being of highest interest, 2 being of medium level of interest, and 3 being of lowest level of interest)

Understanding Consumer Eating & Drinking Trends Understanding Consumer Product usage Understanding Consumer Preparation Habits Understanding nutritional deficiencies of consumers	Identifying consumer driven new product opportunities Understanding dieting habits Understanding food safety concerns Understanding health trends Menu Development Trends
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D. Product Development Services: (Please prioritize your level of interest in the topics listed below on a scale of 1 to 3; 1 being of highest interest, 2 being of medium level of interest, and 3 being of lowest level of interest)

Co-manufacturing New Product Development Services Competitive Product Intelligence Mystery Shopping Product Development Software New Product Launch Analysis Shelf Life Testing	Sensory Testing Culinary Product Development Services New Product Benchmarking Process Development Scale-up Commercialization Product Reformulation
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E. Quality Assurance: (Please prioritize your level of interest in the topics listed below on a scale of 1 to 3; 1 being of highest interest, 2 being of medium level of interest, and 3 being of lowest level of interest)

Product Recall Quality Audit Programs	Product Pick-up Services Shelf Life Testing
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F. Advanced Technologies: (Please prioritize your level of interest in the topics listed below on a scale of 1 to 3; 1 being of highest interest, 2 being of medium level of interest, and 3 being of lowest level of interest)

Nutrigenomics Nanotechnology New Taste & Flavor Enhancement Technology [i.e. Semonyx / RedPoint Bio]	Other (please specify below) 1. _____ 2. _____
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G. Key Initiatives- Please describe 3 or more (e.g. new sauce line representing specific international cuisines; new gluten-free products; new product line marketed for the emerging nutritional fortifiers they contain)

1.

Is this product or initiative budgeted for 2010? Yes No

If "No" please indicate the projected budgeting timeframe:

Which department is driving this product or initiative?

Please describe the target audience of this product(s)/initiative(s)?

2.

Is this product or initiative budgeted for 2010? Yes No

If "No" please indicate the projected budgeting timeframe:

Which department is driving this product or initiative?

Please describe the target audience of this product(s)/initiative(s)?

3.

Is this product or initiative budgeted for 2010? Yes No

If "No" please indicate the projected budgeting timeframe:

Which department is driving this product or initiative?

Please describe the target audience of this product(s)/initiative(s)?

H. Does your company have a preferred flavor company supplier list? Yes No
If yes, are you willing to meet and work with flavor suppliers at PIX that are not on your preferred supplier list? Yes No

I. Are there any specific ingredients you would like to discuss or ingredient vendors that you would like to meet at *ProductInnovationXchange (PIX) 2010*?

1. _____

2. _____

3. _____

Additional Comments:
