

## Corporate Innovation Challenge Template

<p><b>Challenge Name: Development of an effective method of acquiring clients in the food industry in B2B sector</b></p>
<p><b>Code Name: BIOECONOMYVENTURES-2022-OC1-EDPOL_2</b></p>
<p><b>Challenge Domain:</b></p> <ul style="list-style-type: none"> <li>• Food, Feed and Ingredients</li> </ul>
<p><b>Description of the Corporate innovation Challenge</b></p> <p>EDPOL Food &amp; Innovation is a producer of solutions for the food industry in line with the convenience and pro-health trend. Sales successes are the result of the work of mainly sales representatives and the R&amp;D department, which develops product recipes at the customer's request. The company focuses on marketing activities on LinkedIn, Facebook and portals dedicated to the food industry. EDPOL would be interested in <b>implementing innovative, effective marketing methods</b> that will arouse the interest of the food industry around the world and facilitate the establishment of long-term business relationships. Ideas for a new or improved company's marketing method can be implemented through, <b>for example, an interesting and useful mobile application for food producers or other environmentally friendly tools.</b></p>
<p><b>Expected results</b></p> <ul style="list-style-type: none"> <li>• development of a comprehensive marketing strategy with instruments;</li> <li>• sales increase by 30%;</li> <li>• promote a positive image of the company.</li> </ul>
<p><b>Types of Collaboration</b></p> <ol style="list-style-type: none"> <li>1. Knowledge sharing and Tech Transfer</li> <li>2. Other: Development of a marketing method in B2B sector</li> </ol>

This project has received funding from the Bio-based Industries Joint Undertaking (JU) under the European Union's Horizon 2020 research and innovation programme under grant agreement No 101023260. The JU receives support from the European Union's Horizon 2020 research and innovation programme and the Bio-based Industries Consortium

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### Company Information

**Company Name:** EDPOL Food&Innovation Sp. z o.o.

#### Company information:

EDPOL Food & Innovation is a Polish family business operating in B2B sector. For 30 years we have been specializing in implementation and creation of innovative solutions for the food industry and the HoReCa sector. The most important for us are: satisfaction of our business customers and their Clients. By investing in staff, high-technology production facility and R&D infrastructure, we guarantee a high-level of implementation of the outsourced to us tasks. The BRC and IFS certificates are the proof of the quality and reliability. We create top products in line with nutritional trends what is done by hard work of excellent laboratory and technological complex, creativity and team commitment. Open to needs of the B2B market results in a constantly expanded range of product portfolio.



Our product solutions allow to full individualization of packaging forms and thus perfectly fit into the supply of the convenience sector customers. Recipes based on natural ingredients – in accordance with the pro-health trend – meet requirements of the most demanding Client.

The B2B offer is addressed to food producers looking for new technological solutions for their products. As food specialists, we create products that complement our customers' products with taste and functionality. Product variants may be stored under ambient, chilled or freezing conditions. A wide selection of available packaging simplifies the portioning of products and makes the appearance of the entire product more attractive on a store shelf.

Our offer covers all branches of the food industry (meat, fish, dairy, fruit and vegetable, frozen, bakery, ready meals, HoReCa and private label). In our portfolio, apart from herbs, seasoning mixes, sauces in portion packaging, there are innovative thermostable fillings, IQF sauces pellets, broths as well as butter mixes. Some of our product solutions are patent protected. Each article is appropriately personalized having on mind need of our partners. We compose and diverse flavours, and place the final liquide or powdered products in chosen packages (sachets, bottle-sachets, cups and cup tops). We focus on the principle: show us your product and you receive added value.

#### Contact details

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website: [www.edpolfood.com](http://www.edpolfood.com)

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