

Corporate Innovation Challenge Template

Challenge Name: Innovative natural sweetened retail products

Code Name: BIOECONOMYVENTURES-2022-OC1-BP_2

Challenge Domain:

- Food, Feed and Ingredients

Description of the Corporate innovation Challenge

Bio-Planet is looking for **novel products** that are naturally sweetened, containing no sugar but are **sweetened by a new, innovative and preferably organic natural sweetener** (e.g. erythritol or xylitol obtained via microbial production). With these products, Bio-Planet aims to have an alternative for industrial sugar products.

In the current market, there is a clear trend towards a more diverse use of plant-based ingredients in everyday products. There are a couple of reasons identified as why:

- **Nutritional value:** Consumers are more aware about their health and the impact of their diet on this. More and more consumers are in search of variants of daily consumed products that have a higher nutritional value.
- **Authenticity and sustainability:** Consumers are much more aware about how their choices affect the climate and society. Nowadays, consumers are more likely to choose often to choose a local product or product containing revalorised resources instead of industrial mass production.
- **Taste and functionality:** Consumers want to discover new taste possibilities and a diverse set of options to choose from. However, the trend is shifting toward simple recipes and clean label products.

Bio-Planet is part of Colruyt Group. Colruyt is a retail group that aims for sustainable growth, with respect for health, society, animal welfare and the environment. In the development of our products, all these elements are considered. The development of a range of products that can stimulate conscious consuming is at the core of Colruyt Group.

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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Expected results
<ul style="list-style-type: none"> • To increase retail sales of bio-based products • To optimise our offer towards the customer • To co-develop new products with natural sweeteners
Types of Collaboration
<ol style="list-style-type: none"> 1. Pilot running and product testing 2. R&D opportunity 3. Mentorship 4. Corporate Venturing 5. New business model exploration (i.e. exclusive distribution, profit sharing, IP sharing ...) 6. Knowledge sharing and Tech Transfer

Company Information
Company Name: Bio-Planet
<p>Company information:</p> <p>Bio-Planet is a unique supermarket with more than 6000 products that are all organic, eco or sustainable, both in the food and non-food categories. We prefer products from organic agriculture, as pure as possible and without chemicals or genetically modified organisms. You can get to know us better through our 9 pillars in our "There is a planet B" campaign: Eco. Pure taste. Fair trade. Healthy. Veggie. Respect. Seasonal. Reusable. Local. (https://www.bioplanet.be/nl/over-bio-planet/planet-b).</p> <p>Our assortment renewal rate is high because we always want to inspire our customers with an attractive and innovative offering. Today we have 31 physical stores and an online sales channel.</p>

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