

Corporate Innovation Challenge

Challenge Name: Personalisation in the Food industry
Code Name: BIOECONOMYVENTURES-2022-OC1-TB_2
Challenge Domain: <ul style="list-style-type: none"> • Food Tech • Food, Feed and Ingredients • Big data, analysis
Description of the Corporate innovation Challenge
<p>With a recent pandemic in mind, the consumer of today is even more focused on healthy and nutritional food as a priority. They are focusing on a personal approach to match food with their own specific dietary needs. The consumer's desire to eat healthy for multiple reasons: to minimize allergy reaction, to have a healthy digestive system, to manage weight, to improve fitness, to have a sustainable impact and so on.</p> <p>Ter Beke is exploring options in creating a unique and personal food experience based on tailor-made products for the consumer's individual wishes. The focus area within Ter Beke will firstly be on personalized nutrition for chilled lasagna and other pasta meals.</p> <p>Ter Beke is looking for innovative startups and SMEs working on a broad range of applications that could provide support in this 'tailor-made' journey: organization working on ingredients, diets, genetics, 3D Printing and other technological applications.</p>
Expected results
<ul style="list-style-type: none"> • New product development • Healthier and more adapted product range • Increased sales • New innovative market expansion • To optimize products based on consumer genetics
Types of Collaboration

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1. Pilot running & product testing
2. Co-development
3. R&D opportunity
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: Ter Beke

Company information:



Ter Beke is an innovative Belgian fresh food group with a wide range of high-quality fresh food products and associated services operating commercially in many European countries. We manufacture ready meals and processed meats for its own brand and for private labels.

The range of ready meals is divided into the following product groups: lasagnes, pasta meals, pizzas, other meals and quiches. Each is available in various recipes, formats and packaging and produced for the entire European market. Ter Beke is market leader in chilled lasagne in many European countries. The company markets its own brands Come a casa[®], Vamos[®] and Stefano Toselli and numerous private labels.

The processed meats range contains dry sausage, poultry, cooked ham etc., and increasingly also vegetarian and vegan alternatives. These processed meat products are produced for the Benelux, the United Kingdom and Germany. We are the largest slicer and pre-packager of meat products in the Benelux, the inventor of the freshpack packaging and a constant innovator in the segment for pre-packages meat products. We distribute our products under private labels as well as our own brands, including including Pluma[®], Daniël Coopman[®], Zonnenberg[®], Kraak-Vers[®] and FairBeleg[®].

Ter Beke prepares these ready meals and processed meat products in our 12 industrial locations in Belgium, the Netherlands, France, Poland and the United Kingdom. We have some 2650 employees, have been listed on Euronext Brussels since 1986 and in 2021 realised a turnover of EUR 696,9 million.

Ter Beke strives to embed innovation and creativity in all aspects of our business. Innovation must be the driving force of our strategy and our organization. New products, processes and services are an absolute prerequisite for growth. We also work on the execution of a long-term strategic plan in which sustainability will play a key role.

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