



Technology Landscape – Shelf-life extenders and active packaging for fresh and raw products

Case Study

Technology Landscape – Shelf-life extenders and active packaging for fresh and raw products

Client	A leading food restaurant chain
Industry	Food manufacturing
Products	Fresh and raw products

Engagement Scope

1 **Technology Landscape**

- What are the **emerging technologies** for chicken/ meat storage to increase shelf-life?
- What are the **emerging technologies for preservation** of fresh chicken/meat – **active and smart packaging**?
- What are the **key features of these technologies**?
- What are the **types of meats** that can be stored/ preserved/ packaged using these technologies?
- What are the **approximate shelf life extension period** provided by these technologies?
- What are the **preservation technologies** used for other meat products that can be used for poultry?

2 **Technology Assessment**

- Who are the **active players offering the technologies** in the market?
- Which **type of technologies have been recently launched** by the active players?
- What are the **innovation features offered by the technologies**?
- What is the **technology readiness level** of the technologies?
- What are the **advantages** of the technologies over their counterparts?

3 **Insights & Recommendations**

- What are the **'best fit' technologies** that can **prolong the refrigerated shelf life** of chicken?
- Which are the **unique technology features to adopt for** improving the shelf life of fresh chicken **and** meet market demand?
- What are the **upcoming or anticipated technology prototypes holding future potential** in extending the refrigerated shelf life of chicken?

Context

- The Client wanted to identify technologies and approaches that can **prolong the refrigerated chicken shelf life** and interested in detailed assessment of the technologies used for extending the shelf-life of the refrigerated chicken. The client intends to identify the active packaging solutions and extending shelf-life

Key Business Questions

- What are the **emerging technologies** for chicken/ meat **storage and preservation** to increase shelf-life?
- What are the **emerging active packaging technologies** for fresh chicken and their key features of those technologies?
- What are the **combination approaches** for storing, packaging, preserving fresh chicken so as to extend its refrigerated shelf life?
- Which are the **'best-fit' technologies** for the client according to its requirements?

Thank you

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