

SIMULATION PLATFORMS FOR BEVERAGES AND PACKAGING

MAY-JUNE 2023

PROBLEM STATEMENT

Traditional shelf stability evaluations take time and consume otherwise usable products. Additionally, companies must repeat studies when product, packaging or storage conditions change, taking more time and product.

To augment or potentially replace physical stability studies, Mondelez wanted to identify simulation platforms that would permit them to conduct shelf stability studies virtually, saving both time and product.

OUTCOME & RESULTS

While simulation platforms are increasingly commonplace, utilizing one for shelf stability purposes was somewhat novel at the time of this project. This project generated five responses, all from the US.

One respondent, Siemens, already had an existing relationship with Mondelez; and this project appears to have further solidified that partnership as the Mondelez lead engaged with new points of contact. Mondelez also engaged with the remaining four organizations through this project, all of whom were new to Mondelez. Furthermore, the majority of proposed platforms were commercialized technologies, meeting the implementation timeline requirement.

20%
PROTOTYPE
STAGE

60%
TRL 9

5
ENTRIES

100%
DIRECT
ENGAGEMENT

80%
COMMERCIAL
PRODUCT STAGE