



Food Research Lab
Your Innovation Starts Here!

BRANDING

Branding

- ✔ Your brand is a characteristic or collection of features that distinguish your company from another. Food Research Lab is a Global Contract R&D Food, Beverages & Nutraceutical Lab and can be your strategic food and beverage, scientific branding partner. We build brands that are influential and successful.
- ✔ Branding is offering products and services with the power of a brand. The goal is to attract and keep loyal consumers and other stakeholders by consistently delivering a product that meets your brand's promises. Food Research Lab will help you build these features effortlessly.

Sector We Cover

Food | Beverage | Nutraceuticals | Functional Food | Hospitals & Clinics | Healthcare | Startups | Hospitality

Digital Content

It is indispensable to create digital content in various formats that comes in handy during promotional campaigns. Our Scientific Subject Matter Experts and the digital team can provide value by making the following assets.

Our technical team comprises of Ph. D and technologists scholars who have vast experience in Food, Beverage, and Nutraceutical Research and Development.

- ✔ Social Media Assets
- ✔ Ebooks
- ✔ Scientific & Evidence – Primary & Secondary Research-Based Whitepapers
- ✔ Evidence-Based Summaries
- ✔ Case Reports
- ✔ Guidelines
- ✔ Youtube Channel
- ✔ E-Detailing And Video Script
- ✔ Visual Aids And Info-Graphics

Marketing Materials

Our Research and technical support team can help you create scientific marketing materials that add tremendous value to your promotional campaigns and align with the food branding trends. Our graphic designers and branding executives make craft high-quality marketing materials that meet global standards.

- ✔ Flyers and Leaflets
- ✔ Pitch Decks
- ✔ Brochures
- ✔ Adverts
- ✔ Food blog posts
- ✔ Booklets, Ebooks, and Newsletters
- ✔ Conference summaries
- ✔ Interviews and Testimonials
- ✔ PowerPoints Presentations and Press Releases.

Our Subject Matter Experts (SME's) assist our clients in generating the above-listed branding methodologies with core technical knowledge and strong subject expertise. We act as a food branding agency and provide our services scheduling, evaluating, and engaging with branding material used for promotions.

We have tools and digital marketing experts with sound knowledge of Food, food branding strategy, beverage, and nutraceuticals, that can support you in automating these procedures, saving time, increasing productivity, and tapping into the potential of your audience.

About Us

Food Research Lab R&D, food innovation company, is the unit of Guires. With years of experience in research especially in medical device and pharmaceutical regulations, food product development, scientific publications

and clinical trials, the company has now ventured into food research and formed a separate unit, under the brand name of 'Food Research Lab' that will drive food forward. Food Research Lab brings together the latest in food processing equipment, expert food scientists, chefs, nutritionists and partners from across the globe to help food companies and entrepreneurs get their products to market quickly and effectively. Food Research Lab makes your dream concept into a commercial product as we have strong knowledge of ingredients, processing techniques, and we can bring them all together to help you make the right decisions.

Contact Us

We are based in the beautiful City of Manchester and Chennai, Contact us on the details provided or follow us on our social platforms.

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