



Case Study: Manufacture Of Novel Alcoholic Gummy Bears (4F23)

To provide the entrepreneur at a bourbon distillery in Louisiana (USA) with product development ideas and an outline process of manufacture for gummy bears. The product developer wanted to develop spirit infused confectionary using certain spices like cinnamon, chilli and other pungent herbs with high alcohol proof spirit flavours.

Conclusion:

The entrepreneur team of the distillery outlined their objectives and we provided a blue print manufacturing process based on our early small scale product development work. We generated initial gummy bear formulations suited to wine, whisky and bourbon flavours using Sensient ingredients. We also assessed the sensory impact with their team of various spices like cinnamon, thyme, chilli and chocolate and other impact notes which would help develop the flavour.

We have also removed gelatin from the formulation so that the issues relating to production with a stronger vegetarian emphasis are apparent. The client has chosen their set of flavours and is launching the product with a confectionary manufacturer linked to their distillery. We are expecting the launch in late Q2 although hall sensory testing and consumer research is ongoing to check whether their marketing strategy is correct.