

Creating the Crave:

How We Craft Your Custom Sauce



Here's how we'll collaborate with you to formulate an exclusive, custom sauce that customers will crave again and again.



1-Discovery

Our team works with yours to align on strategic objectives for your new sauce. Together, we'll explore topics like your overall brand vision, menu goals, and gaps and opportunities around the customer experience.



2-Idea Creation

Thanks to your input from the Discovery step, we're ready to start brainstorming! Our corporate chef and R&D team get to work formulating initial sauce concepts. We're in close contact with you to discuss flavor and texture nuances, along with ingredient and operational considerations.



3-Insight ID

Utilizing takeaways from the first two steps and our exclusive access to key third-party analysis tools, we'll test our lineup of white paper concepts. This step will identify pivotal, fact-based insights that will help zero in on the sauce's ideal flavor and texture profile.



4-Testing

It's taste test time! Our team creates various prototypes so you can taste, review and provide valuable feedback for continued refinement.



5-Refinement

We fine-tune the recipe based on your feedback, adjusting flavor balance, texture and ingredients to ensure the sauce is an exceptional match for your brand values and target market demands.



6-Launch

Upon your approval of the sauce's formula and cost, we finalize production, packing and rollout. This is only after confirming that the sauce can be consistently reproduced at scale and is operationally viable.



7-Ongoing Support

Post-launch, we'll maintain a collaborative relationship to gather in-market feedback and evaluate performance. This helps identify opportunities for product updates based on shifting consumer preferences.



Let's do this!

We can't wait to team up, help create your custom sauce solution and support your business goals. Discover more and reach out at afpllc.com/custom-solutions.