

### Client Needs

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A plant-based meal delivery service lacked in-house packaging support and needed help developing compostable primary packaging options that fit its delivery model. The project also included supplier evaluation and project management through the commercialization stage.

### Challenges

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- The entire project had to be completed within a 12-month window
- The service's delivery model meant that costs needed to be tightly controlled to maintain their margins

### Results



Launched compostable packaging across client's entire product line



Kept costs within acceptable range for all new packaging SKUs



Completed entire project, from ideation through commercialization, within 12-month window



### STEPS TAKEN BY ADEPT

- Worked closely with the client's management team to complete ideation sessions
- Evaluated material options for compostability, feasibility, cost and material/technology availability
- Leveraged Adept's network and pricing knowledge to help the client's management team select the best options for suppliers
- Provided expert resources to manage the packaging process from ideation through commercialization across the client's smoothies, soups and bowl offerings

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