

# H. & J. Brügggen KG

## Innovation Concept Summary

### Live Preview



### Antioxidant Berry Crunch

+ 3 custom ingredients

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| <p>Recipe Details</p> <p><b>Base Ingredients:</b></p> <ul style="list-style-type: none"><li>{'name': 'Baked Oats', 'percentage': 50}</li><li>{'name': 'Goji Berries', 'percentage': 12}</li><li>{'name': 'Blueberries', 'percentage': 15}</li><li>{'name': 'Acai Powder', 'percentage': 3}</li><li>{'name': 'Quinoa Puffs', 'percentage': 12}</li><li>{'name': 'Honey', 'percentage': 8}</li></ul> <p><b>Nutritional Claims:</b></p> <ul style="list-style-type: none"><li>High Antioxidants</li><li>Source of Fiber</li><li>Natural Ingredients</li></ul> <p><b>Certifications:</b></p> <ul style="list-style-type: none"><li>Organic</li><li>Superfood Certified</li></ul> | <p>Current Configuration</p> <p><b>Additional Ingredients:</b></p> <ul style="list-style-type: none"><li>Buckwheat</li><li>Teff</li><li>Barley</li></ul> <p><b>Additional Claims:</b></p> <ul style="list-style-type: none"><li>High Fiber</li></ul> <p><b>Additional Certifications:</b></p> <ul style="list-style-type: none"><li>Non-GMO</li></ul> <p><b>Packaging:</b></p> <ul style="list-style-type: none"><li>Cardboard Box</li></ul> |
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### Client Information

Client Name: Draft Concept

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|--------------------|--------------------------------------|
| <b>Email:</b>      | draft@example.com                    |
| <b>Date:</b>       | July 21, 2025                        |
| <b>Session ID:</b> | 8501d594-8eb1-4ef3-8c6a-df585cee6995 |

## Next Steps

- Technical feasibility assessment and recipe optimization
- Comprehensive nutritional analysis and validation
- Cost calculation and competitive pricing strategy
- Prototype development and sensory testing
- Regulatory compliance and certification review
- Market launch planning and production scaling

## Contact Information

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