



## CONCEPT OVERVIEW

# Innovation Brief

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### TARGET PERSONA

Health-conscious adults seeking holistic wellness solutions, particularly those interested in supporting gut health through functional foods without added sugars. This segment includes individuals who actively research ingredients and prioritize products with proven health benefits.

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### VALUE PROPOSITION

Introducing snack bars fortified with both prebiotics and probiotics, designed to promote gut health without increasing sugar content. The bars offer a convenient, on-the-go option for wellness-focused consumers seeking tangible benefits from their snacks. Developed in line with the latest microbiome research, the formulation addresses stability and efficacy while minimizing unnecessary additives. This product provides a practical solution for individuals aiming to integrate digestive support into their daily routines, supporting their overall wellness goals and aligning with their preference for clean-label, functional ingredients.

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### BUSINESS IMPACT

This innovation will drive incremental demand from wellness-oriented consumers, expanding the brand's footprint in the fast-growing functional snack segment. By addressing both convenience and holistic health needs, the product enhances brand relevance and supports premium pricing, while leveraging the microbiome trend to increase shelf velocity and consumer retention.

● VISUAL PROTOTYPE



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