



PEPSICO

Amplifying R&D's capacity to innovate

New solutions solve old problems and strategic joint ventures create transformative food innovations.

FRESH APPROACH SOLVES STALE PROBLEMS

Making more appealing natural snacks with reduced sugar content is a commercial imperative for PepsiCo, who accessed the innovator network to co-innovate technologies that produce lower-sugar snack bars with a homemade look and feel. This evergreen food science problem was solved with advanced robotics expertise. The licensed technology will support new and existing product development.

JV CREATES NEW FOOD EXPERIENCE

PepsiCo desired a transformative espresso cart-like food experience, so Xinova linked them with food tech partner Innit and, together, we formed SousZen. The resulting JV is the world's first network of connected kitchens, creating new growth opportunities for restaurant chains and entrepreneurs seeking an edge on predicting food trends while offering that offers delicious food and amazing data so entrepreneurs and food chains alike. Xinova recruited the CEO for the JV from the network. .

AMPLIFYING R&D

A long-term external innovation partner provides tools and expertise that improve an R&D department's ability to innovate. It's about managing projects so the technology advances. And it's about doing it all without stepping on toes. The diversity of the innovator network helps PepsiCo R&D fill their innovation pipeline with new product ideas while solving long-standing manufacturing, process and food industry challenges. Xinova manages this long-term partnership so that the innovation output from Xinova seamlessly inputs to PepsiCo's pilot R&D at bench scale, without redundancies.



Over four years, Xinova has defined more than 40 problems with PepsiCo and sourced over 1200 new solutions, with 50 of the most promising being reduced to practice, leading to PepsiCo licensing the best of these for further development. Xinova is unrivalled in their ability to conceptualise non-obvious solutions because they have created a diversified network of innovators and problem solvers."

- Rene Lammers
Senior VP Research & Development,
Global Snacks Category at PepsiCo



The partnership we have with Xinova has focused on timeless key problems to deliver ontrend solutions. We are focused on delivering technical unlocks to sharply prioritized and clearly defined R&D problems that have eluded solutions via usual ecosystems. The partnership has enabled us to tap into thinking from very different industries, to find novel approaches to these evergreen opportunities and then adapt them for our applications."

- VR Basker
Nutrition Category VP, PepsiCo



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