

# PINNACLE FOODS

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## Situation:

Pinnacle Foods was in need of a culinary boost with some of their existing products, and wanted creative and professional input on new products.

## Their Need:

Chef Services Group was hired to improve the Hungry-Man potpie to add more flavor, more texture and hone an aggressive product for the competitive marketplace. Additionally, CSG was responsible for developing the Swanson Angus Beef Meatloaf.



## Primary Services Provided:

- Competitive review analysis to identify product target attributes
- Develop Gold Standard recipe bench marks
- Finalized bench top testing to identify 3 concept models that were observant of product target attributes
- Reviewed purchasing and packaging needed to launch
- Supervised and managed Trial testing through 3 pilot plant tests with minimum product runs of 1800 pounds
- Worked closely with Q&A to create a detailed specification and manufacturing practice at the plant level

## Results:

The net result of this project resulted in the launch of new formulations for both the gravy and crust of the Hungry-Man Pot Pie line. Chef Services Group enjoyed a continued relationship with Pinnacle and worked on improving further existing formulas in the Pinnacle/Swanson frozen food line.



**CHEF SERVICES GROUP**  
food innovation