

BIG IDEA

Lamb Weston

Captured and expanded reach into the Asian market for Lamb Weston using a real-time build—test—build approach



OPPORTUNITY THINKING principle

Grafting together big ideas requires brilliance from both the individual and the organization.



BIG IDEA



CHALLENGE

- With the growing Asian population (China, India, South East Asia) accepting and craving potato products, Lamb Weston, wanted to develop an accelerated portfolio of regional flavors for Asia.
- Lamb Weston's challenge was in how to enter the market and still meet their strategic growth initiatives set forth in winter 2012.

SOLUTION

- Employ a rapid, highly iterative and cross-functional build-test-build approach, called a Rapid Brewery, to develop the optimal Asian inspired flavor profiles the company was seeking.
- Drive creativity, co-creation and decision-making to condense the NPD cycle for faster go-to-market implementation.
- Leverage the ecosystem, in this case chefs with backgrounds in Chinese, Japanese and East Asian cooking, to collaborate with Lamb Weston chefs in developing flavor profiles, while recruiting consumers of Asian descent to participate in testing.

OUTCOMES

- Fully vetted profiles of the Asian inspired line of potato patties for sampling by the summer of 2012 and ready for near term production within the Asian market.



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