

HUNTERLAB UK & IRELAND PRESENTS

ARE YOU SAUCY?

THERE'S NO EXCUSE NOT TO MAKE
THE PROCESS BETTER

STO
TTO

The logo features a stylized blue and grey swoosh above the word "Stotto" in a bold, white, sans-serif font. Below "Stotto" is the word "GROUP" in a smaller, white, sans-serif font.**Stotto**
GROUP

“

**WE NEED TO KNOW
WHEN SOMETHING
IS NOT RIGHT.
TOMATO SAUCE
CANNOT BE BOTH
LIGHT AND DARK
RED.**

”

QUALITY MANAGER OF A LEADING
SAUCE MANUFACTURER IN THE UK



III.

MEASURE OF SAUCY'NESS

If someone asked you how saucy you were it might come as a shock. Sadly not with us... Over the years our food customers have always asked us to find a way to determine when the product looks right.

The problem has always been that 85% of purchasing decisions are made by the way it looks. This subliminal, sensory, appraisal system that every human has needs to be understood.

The problem for our quality manager's customer is that every time a complaint was received for something, it was always triggered by the colour and the way the product looked. For example, if the sauce was too red, their customer would complain and bring up a variety of other problems.

"What could be put in place to keep consistency and rule colour out?" she asked.



IV.

LEARN ADVISE FIX IMPLEMENT

WHAT WE LEARNT

- We learnt that industrial food manufactures rarely took sensory information from NPD and assigned values to it.
- We also learnt that NPD struggled to get a lock down on what was Good, OK and Not Acceptable.
- The cost price of most condiments was extremely high and difficult to re-work.
- Faulty, completed shipments had a loss of around £8,000 each time.

V.

LEARN ADVISE FIX IMPLEMENT

WHAT WE ADVISED

- We advised that NPD should lock down what is Good, OK and Not Acceptable with the customer.
- We advised that Colorimetric Spectrophotometers were available.
- We advised with the correct method we would be able to provide an alarm for when the process started to produce out of specification product.
- We advised a 45/0 geometry so that we can take advantage of holding liquid samples at the measurement port.

LEARN ADVISE FIX IMPLEMENT

WHAT WE FIXED

- We created and tested a robust method to measure semi-solids and liquids.
- We opted for a glass and plastic option depending on the company's "glass" policy.
- We decided to use L,a,b and L,C,H colour scales so when the client got really good, they could relate the values to process change (Money shot).
- We assisted the customer to identify when the process was moving out of a consistent and agreed specification.

LEARN ADVISE FIX IMPLEMENT

WHAT WE IMPLEMENTED



- In our implemented method we tested and chose a HunterLab ColorFlex EZ
- The system was supplied with a light booth so all departments could carry out their sensory work under a "standardised" light source. (As different light changes the way the product looks)
- We provided a delivery and installation service that trained 17 key members of staff
- We implemented a colour training package for the client to pass on to their customers, re-enforcing their position as the number 1 supplier.



93%

**OUR CUSTOMER CUT
COLOUR
BASED COMPLAINTS IN
THE FIRST 2 MONTHS!**

**(OTHER COMPLAINTS
REDUCED TOO)**

FOLLOW HUNTERLAB UK & IRELAND

**THANK
YOU**

WWW.STOTTO.COM/HUNTERLAB

**STO
TTO**

The logo features a stylized blue and grey swoosh above the word "Stotto" in a bold, white, sans-serif font. Below "Stotto" is the word "GROUP" in a smaller, white, sans-serif font.**Stotto**
GROUP