

**CASE STUDY**

# Well-known snack brand develops new plant-based snack product with the help of Trace One Regulatory Compliance



# Trace One Regulatory Compliance assists global snack company in launching popular product line into new markets

## Expanding business to new markets

A successful, well-known North American snack company with a long track record of new products and a global presence, looked to expand business to new markets.

## Situation

As they looked to expand offerings into new markets, Product Development formulated a new series of plant-based snack recipes. However, these recipes included naturally derived colors, novel foods, and multiple unique ingredients they previously hadn't used and that aren't well known by consumers.

After positive initial trials, Product Development checked with Regulatory Affairs to see which countries they could sell in, and what might need to be adjusted as they worked to bring new plant-based products to market.



# Solution

The company uses **Trace One Regulatory Compliance**, a global food news and regulatory platform, to determine which markets have rules and guidelines around these new ingredients.

Because many of these plant-based ingredients are new and potentially difficult to evaluate, Trace One Regulatory Compliance's scope allows a wide net to be cast to gather information and stay up to date with evolving industry news throughout the product development process.

## Check unique ingredients against current global regulations

The **Food Law Library** provides Regulatory Affairs the ability to research these unique ingredients and substances globally. Regulatory teams can identify which substances are currently regulated in which countries and assess market viability quickly.

Additionally, Regulatory Affairs can uncover and alert Product Development to any alternative ingredients that meet current regulations, helping to bring products to market faster.

## Research and monitor global news and regulations

**The Food News Monitoring System (FNMS)** provides Regulatory Affairs the ability to search and flag any news, scientific papers, or other alerts related to these new ingredients, giving visibility into any upcoming regulatory changes that could alter the development and market timelines.

**FNMS** also provides more general information about plant-based products, and Regulatory Affairs can use keyword searches to see all the information that arises globally, refining based on country and product categories to narrow down their preferences and understand global scope, allowing them to **stay up to date on evolving industry news**.

All of this information can be quickly and easily shared between departments, allowing for accelerated decision-making.

## Collaborative Compliance Checks

**REGDATA®** allows Regulatory Affairs to verify if any ingredients are regulated, verifying allowances and ensuring product compliance, which can be done in up to 10 countries in one search.

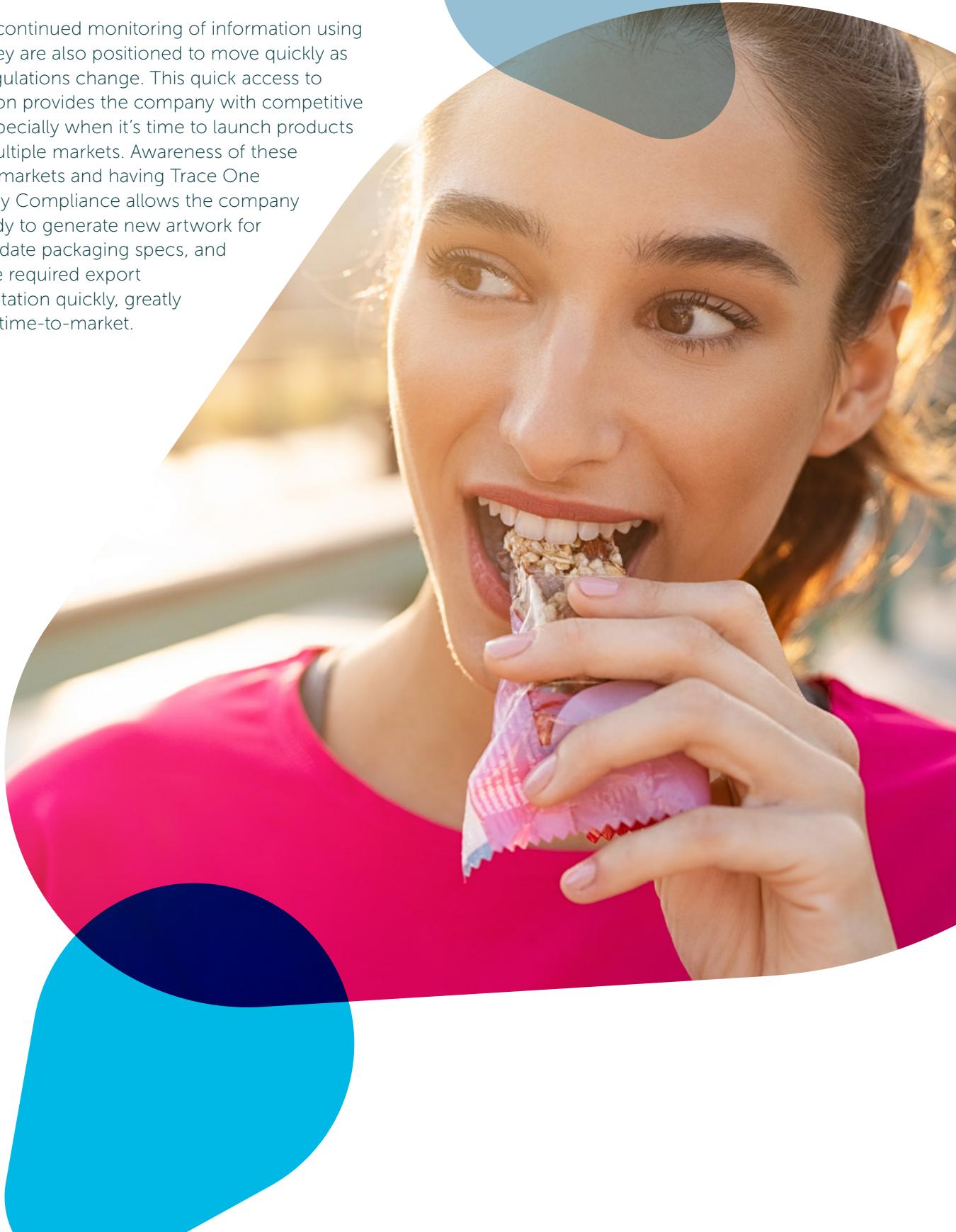
Using the **Saved Search feature**, Regulatory Affairs can quickly share compliance assessments with Product Development, simplifying and shortening the required compliance check timelines.



# Outcome

By using the strong collaboration tools in Trace One Regulatory Compliance, Product Development and Regulatory Affairs were able to perform the necessary research to identify which markets they could expand into with their new plant-based snacks.

With the continued monitoring of information using FNMS, they are also positioned to move quickly as global regulations change. This quick access to information provides the company with competitive agility, especially when it's time to launch products across multiple markets. Awareness of these potential markets and having Trace One Regulatory Compliance allows the company to be ready to generate new artwork for labels, update packaging specs, and create the required export documentation quickly, greatly reducing time-to-market.





# Interested in learning more?

[Schedule a demo with us today.](#)

Trace One is a global leader in PLM and Compliance solutions within the process manufacturing and retail CPG space. With more than 30 years of industry expertise, we deliver innovative and scalable solutions that support the entire product manufacturing lifecycle and equip our customers to thrive in new markets. Serving more than 9,000 brand owners worldwide, Trace One is committed to delivering the best in every aspect of business, including solutions, data standardization and access, customer success and social and environmental responsibility.

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