

FLAVOUR CREATIONS



2019 SAVE FOOD PACKAGING DESIGN OF THE YEAR - SPECIAL AWARD SILVER WINNER



2019 ACCESSIBLE PACKAGING DESIGN OF THE YEAR - SPECIAL AWARD SILVER WINNER



Flavour Creations

Pre-thickened Ready-To-Drink (RTD) range

Key Outcomes and Measurement



Embossed Texture to Improve Grip



Angled Cup Rim to Minimise Leakage



Snap Fitting Cup to Ensure Safety



External Ribbing to Improve Grip



IDDSI Compliant for Safety



30mm Easy Peel Lid



Unique Cup Shape to Reduce Neck Extension

Save Food Packaging Guidelines



Design for Accessibility



Extend shelf life/preserve



Easy to Open, Hold & Grip



Consumer education



Product: Pre-thickened Ready-To-Drink (RTD) range

Company: Flavour Creations

Country: Australia

Flavour Creations provides life-enriching nutrition. Founded in Queensland, Australia, by Bernadette Eriksen, Flavour Creations has created trusted nutrition solutions for over 26 years. The company is a leading provider of nutrition for individuals living with dysphagia (difficulty swallowing) and is expanding globally as a respected supplier of targeted health and medical nutrition solutions. Its people-and food-first approach is what distinguishes Flavour Creations apart. This is reflected in their innovations including the Dysphagia Cup, SCREAMIES No Melt Ice Cream and Shape It Powder. Flavour Creations makes nutrition easy, enjoyable and accessible.

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EXCLUSIVE ENTRY TO



When considering your services and products within the supply chain through to the end consumer, what is your organisation's understanding of food loss & waste?

"At Flavour Creations we recognise food waste occurs throughout the value chain: in production, handling and storage, processing and packaging, distribution, with our customers, and end consumer," said Bernadette Eriksen, Founder and CEO of Flavour Creations.

Reducing food loss and waste is critical because it reduces pressure on the climate, water and land resources, while offering:

- Reduction in costs to their customers.
- Reduced costs to their consumers by saving on grocery bills.
- Economic opportunities via creation of new products, services and markets.

To fulfill their responsibility in reducing food waste, Flavour Creations conducts holistic, fortnightly process improvement meetings, where loss and waste is discussed, not just in production but throughout the entire supply chain. They also report on and review product line and packaging losses during manufacturing, and they use this data to implement strategies to continue to reduce waste.

Some of the initiatives have included:

- New-packaging development to prevent damage and wastage of product during transportation.
- New-look foil packaging, significantly reducing excess packaging across their ready-to-drink range.
- Installing new equipment to reduce cleaning water.
- Development of a 'single-scoop system' where their powders products only require a single scoop, sachet, or metric cup per serve, reducing food waste caused by measuring inaccuracies.

Lastly, critical to Flavour Creations' success is ongoing training and development as well as conducting regular market reviews to identify better practices, with all learnings shared. This engagement has many advantages including ensuring the team feel valued.



What prompted your organisation to consider packaging design or redesign that aims to minimise food loss & waste?

“The Dysphasia Cup is really an innovation in accessible design and safety. Food waste reduction occurs due to the design, enabling individuals to consume more of our products,” said Bernadette Eriksen, Founder and CEO of Flavour Creations.

The Dysphasia Cup is purposefully designed for individuals living with swallowing difficulties such as dysphasia, enabling them to drink independently and safely from a cup. This supports hydration, nutrition and reduces the risk of coughing and aspiration pneumonia (where fluid enters the airways).

The design incorporates multiple features that work in harmony. Some of the key features of the Dysphasia Cup include external ribbing, unique cup shape, and easy-peel lid.

Individuals living with dysphasia can experience reduced hand grip strength which impacts their ability to pick up and drink from their own cup. It is also unsafe for them to tilt their head back or extend their neck whilst drinking. This action opens their airways as well as moves the fluid quickly through the mouth to the throat, putting the individual at risk of aspirating from fluid entering the airway.

The Dysphasia Cup is designed to enable individuals to empty the entire contents of the cup without extending their neck. This helps protect their airways - and it really works.

The Dysphasia Cup is also compatible with their Dysphasia Cup Holder. A key feature includes large easy-grip handles enabling anyone to be independent while drinking. This is empowering. Those with severe disabilities, or certain neurological conditions, where they shake or have tremors, find it extremely hard to pick up a cup, meaning they always required assistance. Now, individuals living with dysphasia and reduced hand grip, or coordination can choose when they want to have a sip of their drink, supporting better hydration and reducing food waste from improved intake.

Flavour Creation’s consumer feedback is testimony to its success, tens of thousands of individuals now have confidence and independence back in their lives. Drinks no longer sit on the table or bedside or are discarded unfinished. People living with dysphasia are enjoying their range of great-tasting drinks unassisted, any time of day.

Just imagine you were unable to pick up a cup and sip a drink whenever you wanted. Dysphasia impacts all demographics – from bubs to older adults. Imagine a lifetime of independence, then suddenly you are unable to pick up your own cup, this would be very debilitating.

Thanks to the Dysphasia Cup and Holder people living with dysphasia can now pick up their cup and finish the contents independently. Flavour Creations also has a specially designed Dysphasia Cup Lid to enable unconsumed product to be tightly sealed and refrigerated, further reducing and eliminating food waste.

“Flavour Creations also delivers food waste management training to staff in hospitals, residential care homes and community group homes. The team train healthcare professionals, nurses, and individual carers and their families to not throw the cup away, not waste the contents - label it and put it in the refrigerator for later use. The food waste management training is a key part of the customer education process.

Programs like this are easy to buy into, our team know they are helping people every single day. It really is a wonderful and easy story to tell,” said Bernadette Eriksen.

What was the packaging like before the new design?

Previously, the Flavour Creations cup for their Thickened Ready-to-Drink range was round with a very wide diameter, like a standard glass. The purposefully designed Dysphasia Cup has a unique shape to promote independence and to assist to protect the individual from swallowing liquid into their airways. The lip of the Dysphasia Cup is oval shaped not round, engineered to allow space for a person’s nose when drinking. This prevents the individual tilting their head back to empty the cup. The Dysphasia Cup also has an angled cup rim. The front is 5mm higher than the back, this design feature is to support better fluid control and prevent liquid escaping the individual’s mouth. Together, the oval-shaped rim and the height differential, with the curved side, ensures contents can be consumed safely.



What factors prompted you to enter the PIDA awards?

After seven years of rigorous research and development, in 2016 Flavour Creations launched its award-winning, patented Dysphagia Cup. The patented product empowers individuals who experience difficulty holding their own cup to drink independently and safely. The reasons for entering the PIDA awards:

- To raise awareness of dysphagia and to show Flavour Creations are taking responsibility for improving access to food.
- To recognise and thank the contribution of the team.

Raising Awareness and Taking Responsibility

For the last 25+ years, Flavour Creations has been raising public awareness of dysphagia, a condition that affects babies to older adults. For Ms. Eriksen, one of the worst side effects of living with dysphasia is social isolation. People with dysphagia are often marginalised.

For example: Every Tuesday, your grandmother visits the local church group for morning tea, then suddenly stops going. Why? This might be because she now needs thickened drinks to safely swallow. But sadly, others may not understand her challenges. She becomes quite marginalised, and some of it is self-imposed.

Therefore, this award allows the team to advocate for people living with dysphasia, and to challenge other companies to join them in making products more accessible. This allows those that are diagnosed to continue to lead a healthier, happier life.

The Team

Throughout the product development stage, industrial engineers, speech pathologists, occupational therapists, dietitians, gerontologists and their in-house development team worked collaboratively on the technical and aesthetic aspects of the Dysphagia Cup. They produced multiple prototypes in close collaboration with speech pathologists and individuals living with dysphagia to ensure they delivered the highest quality and safest Dysphagia Cup. This empowers independence, restores dignity, and supports safety, hydration, and nutrition. It also provides individuals with the confidence to dine and socialise with family and friends.

Entering this award is the company's way of saying thank you to past and present team members that contributed to the development of the Dysphagia Cup; a product that continues to change the lives of individuals living with dysphagia today.

When thinking about developing your award-winning packaging, what was the design considerations for minimising food loss & waste and why?

Dysphagia affects over 1 million people, from babies to older adults, with over 1 in 2 people in aged care homes and hospital experiencing dysphagia. Many people living with dysphagia are fearful of drinking due to risk of coughing, choking and aspiration pneumonia (where fluid enters the airways causing a life-threatening infection). People living with dysphagia also often have reduced hand grip strength due to tremors, arthritis, or neurological disorders.

Therefore, it was imperative that the design considered quality, safety and function, to give all individuals, living with dysphagia the confidence to drink independently and safely, to stay hydrated and well-nourished. The use of an environmentally friendly packaging was also an important consideration during development.

Delivering a unique oval-shaped cup, that allowed space for an individual's nose, with external ribbing, enabled Flavour Creations to deliver on both safety and function. The cup shape promotes optimal head position, protecting the individual's airways when drinking, as well as prevents liquid escaping the individual's mouth; and the external ribbing provides additional grip.

The combined features of the Dysphagia Cup consequently reduce food waste because individuals can now independently hold their own cup, and consume the entire contents of their cup, safely. People living with dysphagia can now drink whenever they want, and this means they drink more.

The flow-on effect of the Dysphagia Cup design is it offers nearly zero food waste, and the individual is hydrated and more nourished. The packaging is also 100% recyclable, enabling Flavour Creations to do their bit for the environment.



Are these considerations implemented in your NPD process every single time?

Yes, quality, safety, function and environmental sustainability are considered every single time!

Flavour Creations has a rigorous New Product Development (NPD) process called PIPE. Design considerations are one of the main priorities. They also encourage all team members to become involved in the NPD process by submit ideas for product, packaging, or system development, which are reviewed quarterly.

During NPD, multiple factors are considered to ensure they optimise individual and the planets' health. They ask questions, such as: Is this a Greenfield product? Is it true innovation? What are the benefits? How will the development impact their consumer and enhance their life more? How can it improve nutrition and hydration? What is their carbon footprint? Where will they source raw materials, such as ingredients and packaging – locally or internationally? And many more.

Flavour Creations intend to nominate for the PIDA awards again, but the question now is, how can the business reduce the amount of plastics that is used, despite most of our product packaging being 100% recyclable? How can the new designs offer the lowest environmental impact possible?

Flavour Creations know there is a strong need now to design food and packaging from a waste and sustainability perspective.

What do you believe is the most successful outcome/benefit from this design?

"It is very successful. The feedback we get from clinicians, clients and our own team generates an enormous amount of pride. We engineered this together and we are helping people. We are doing a lot of good things, any food waste reduction is worth it," said Bernadette Eriksen.

Was the award-winning Save Food Packaging design comparatively more expensive than standard packaging? If so, could you estimate in percentage how much more?

The Flavour Creations Dysphagia Cup has been designed to Arthritis Australia's Packaging Accessibility Guidelines, and to meet the needs of people living with dysphagia.

Yes, the purposefully designed Dysphagia Cup costs more than standard and there are less intuitive designs available on the market. Individuals and businesses choose Flavour Creations because they consistently deliver high-quality, and safety-first products.

As an award winner and a best practice leader, would you recommend/promote to other organisations the Save Food Packaging design benefits? If so, what would these be?

The awareness raised from winning a PIDA helps them to get the conversation started. It opens doors to have customers ask them 'well what is that all about'. It also enables them to consider doing something differently and seeing the benefits for their clients.

Flavour Creations have also won the 2022 APCO Award recognising their commitment to achieving the 2025 Sustainability Target. Flavour Creations now have the Australasian Recycling Label (ARL) on pack that also explains how a client should properly dispose of the packaging. This information on-pack enables effective recycling behaviour.



As a winner of two PIDA Awards, how valuable are they to your organisation?

"It is about the whole bind of the team and the pride that we can all take home in being recognised with these awards. This recognition confirms this space of dysphasia products solutions is important, and the management of it with global leaders. In order to stay there, it is about what is the next thing we can do to up the ante and keep raising the bar. For us it is always about how can we improve and continue to do things better," Bernadette Eriksen, Founder and CEO, Flavour Creations.



The Australasian Packaging Innovation & Design (PIDA) Awards are an Australia and New Zealand program that is coordinated by the Australian Institute of Packaging (AIP). The awards recognise companies and individuals who are making a significant difference in their field across Australia and New Zealand. The PIDA Awards are the exclusive entry point for Australia and New Zealand for the prestigious WorldStar Packaging Awards.

The Design Innovation of the Year company awards recognise organisations that have designed innovative packaging within each of these six manufacturing categories:

- Food
- Beverage
- Health, Beauty & Wellness
- Domestic & Household
- Labelling & Decoration
- Outside of the Box

There are four special awards available:

- Sustainable Packaging Design
- Accessible & Inclusive Packaging Design
- Save Food Packaging Design
- Marketing Award

The **Save Food Packaging Design Special Award** is designed to recognise companies that are working to minimise or prevent food waste from paddock to plate using innovative and intuitive design features that can contain & protect, preserve and extend shelf life; all the while meeting global sustainable packaging targets. This is a WorldStar Packaging Award category.



The Australian Institute of Packaging (AIP) is the peak professional body for packaging education and training in Australasia. The AIP helps shape the careers of generations of packaging professionals – from packaging technologists to international packaging business leaders along with a host of people in associated disciplines – sales and marketing, purchasing, production and environment.

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