

IT'S ABOUT YOUR PRODUCT'S PROFITABILITY.

AVOIDING THE TRAP OF "PRICE PER POUND"

You deserve to understand the real cost of your flavor. Your overall margins and profitability are at stake. Let's take a look at the facts.



A REAL LOOK AT FLAVOR SPEND

\$/LB. FLAVOR	USAGE	COST/100 LB. PRODUCT
5.00	0.50%	\$2.50
20.00	0.10%	\$2.00
8.75	0.30%	\$2.625

IT ALL COMES DOWN TO COST-IN-USE!

Less concentrated flavors appear less expensive when looking at "price-per-pound", but cost-in-use gives a more accurate picture.

*Lower flavor concentration =
More flavor required for same impact → higher end cost*

*Higher flavor concentration =
Less flavor required for same impact → lower end cost*



MORE CARRIER, MORE BULK

With less concentrated flavors, you're paying more freight on flavor carriers that aren't contributing to taste.



GAME OF CONCENTRATION

Choosing higher concentrated flavors help reduce accompanying costs and fossil fuel usage from freight.



OPPORTUNITY

Increased product impact and sustainability for your brand



RISKS OF PRICE-PER-POUND

- Missing out on better quality taste solutions and opportunities
- Strict price-per-pound parameters limit flavor suppliers from using their full toolbox
- Less profitable and sustainable
- Falling behind the competition

NEED HELP COMMUNICATING YOUR TRUE COSTS?

Let's break through the complexity and optimize your full product spend. Reach out to your Account Executive or (630) 578-8600 | www.fona.com/chat