



FIRST

**FOOD INNOVATION
& RESEARCH STUDIO**



SERVICES OFFERED IN:
English and French



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FIRST helps food and beverage businesses in Ontario grow profitably through product innovation. FIRST accelerates new food and beverage ideas “from concept to commercialization”, by offering industry access to strategic and technical resources, state of the art culinary research facilities, and high-value networking opportunities.

AREAS OF INNOVATION EXPERTISE

- Food Science
- Process Optimization and Quality Systems Design
- Market analysis & business plan development
- Culinary Arts
- Regulatory & labelling
- Culinary and Technical Training

Affiliated with George Brown College



TECHNICAL AND BUSINESS SERVICES

- Assistance with building products approvals and commercialization
- Business development & market research services
- Business Mentorship referrals
- Commercialization referrals
- Competitive assessments
- Competitive market analysis
- Concept ideation & design review
- Consumer focus groups
- Early-Stage Business Development
- Ideation Workshop
- Ingredient selection and recommendations
- Literature reviews
- Market analysis
- Marketing Advisory Services referrals
- Problem solving
- Product styling & photography
- Product testing
- Project management
- Proof of concept
- Regulatory guidance
- Retail product label & packaging review
- Sample analysis & testing
- Technology evaluation / validation
- Testing Services



APPLIED RESEARCH AND DEVELOPMENT

- Concept validation
- Laboratory/pilot scale prototyping
- Industrial Formulation/Manufacturing Scale-up
- Nutritional Facts Table development
- Pre-clinical development (chemistry & analytical biochemistry, metabolomics, pharmaceutical science, cell biology & microbiology)
- Product Design & Development
- Product Design Review
- Product Re-design & Improvement
- Provincial and federal grant proposal development
- Regulatory guidance
- Report preparation on R&D results
- Sensory research facilities
- Sensory research facilities
- Shelf Life Testing



TRAINING

- Connections to co-op placement opportunities
- Corporate on-site & in-house training
- Design, development, and delivery of customized training

- Interactive Workshop Sessions
- Needs assessment and gap analysis
- Qualitative & quantitative research



TECHNOLOGY DIFFUSION

- Evening speaker series
- Field site product demonstration
- Industry-specific events & symposia
- Networking events
- Participation at trade shows & other venues with or on behalf of partners
- Presentation of results at conferences
- Rental of space & equipment
- Seminars and Workshops



INVENTORY OF SPECIALIZED EQUIPMENT

- 1 metal detector
- 6 burner foodservice stove / oven
- A 4000 square foot facility with a large kitchen that can accommodate up to three clients simultaneously with: a private kitchen for proprietary research, a state of the art sensory testing area, and a prototyping area.
- Accelerated shelf life oven with Ro-tap sieve shaker
- Beverage carbonators
- Blast Chiller
- Bostwick consistometers
- Colourimeter
- Compusense Cloud sensory evaluation software
- Consumer Testing Infrastructure
- Dehydrator
- Digital buret
- ESHA Genesis nutritional database software
- Food emulsifier/ Robot Coupe mixer
- Food portioning scales
- Hobart mixer
- Homogenizer
- Ice Cream Maker
- Mintel / GNPD database
- Moisture meter
- Packaging sealer
- Pacojet
- Precision scales (analytical, lab, factory sizes)
- Refractometers
- Table top Convection oven
- Vacuum sealer
- Viscometer
- Water activity meter