

Startupbootcamp

Research and development project

P.PSH.1518 – Development of a powdered beverage supplement sachet with the inclusion of Australian collagen.

Process

Hydrolysis, red meat drying (OTH proprietary process), milled powder.

Summary

The global collagen supplements market size was valued at US\$2 billion in 2021 and is expected to grow due to an increasing focus on healthy lifestyles. The combined market for collagen and gut health supplements is an emerging segment and is gaining traction with consumers seeking multifunctional products.

Startupbootcamp (SBC) Australia in conjunction with TIIGÃ are developing a novel collagen-and-gut-health-infused powdered sachet which is added to liquid to create an on-the-go beverage.

The project builds upon recent MLA-Organic Technology Holdings (OTH) investments that developed bovine/ovine collagen powder.



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the QR codes

By understanding the optimal ingredient combination of fibre (from baobab fruit) and Australian collagen, we can deliver specific nutritional claims and further leverage Australian sourced ingredients for enhanced health and wellness benefits.

Outcomes

This project will look to formulate a range of “beauty drinks” (“inner glow health drinks”) but also provide a solid foundation for making informed decisions about product naming, packaging, and marketing conventions to maximise market penetration and consumer acceptance for this blend of Australian-derived functional ingredients.

At the same time, this project will add to the case study for wider industry that showcases the inclusion of collagen as a highly valuable and incremental alternative to leather production for hides/skins.



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