



CAPABILITIES OVERVIEW

WHY CHOOSE HELMSMAN?

Wide-Ranging Capabilities



Proactive Risk Mitigation

We identify and address potential issues before they impact your project.



Unit Economics Experts

We analyze every detail to maximize your per-unit profit.

Product Refinement

We refine your product through iterative sensory testing, achieving a 95% satisfaction rate on average.

Pilot Plant

Fully functional Pilot Plant ready to produce retail ready products.

DRIVING \$2B+ IN GLOBAL FOOD SALES WITH PROVEN EXPERTISE



AMERICA

Product Development
Commercialization
Co-Manufacturer
Management

EUROPE

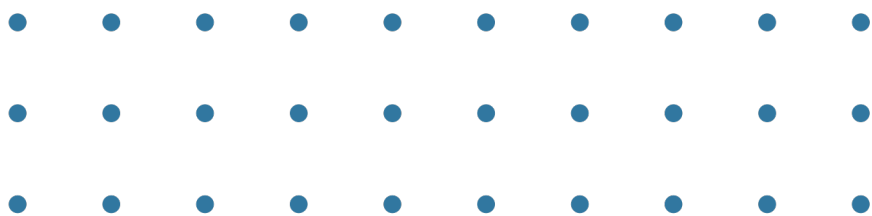
Facility Planning
Inventory Transfer and
Fulfillment

SOUTH AMERICA

Product Development
Commercialization

ASIA

Supply Chain Design
Sourcing &
Outsourcing



STRATEGIC APPROACH

Formulation Strategy Development

Tailored plans for improved
taste, texture, lower
production costs etc.



Production & Scale-Up

Secure reliable manufacturing,
optimize costs, and meet
retailer standards.



Launch / Relaunch

Reintroduce your optimized
product with a compelling
message.



ABOUT OUR CEO

MARK HAAS

Mark Haas brings a powerhouse blend of executive leadership and entrepreneurial spirit, boasting 30+ years in Food & Beverage (F&B), particularly Consumer Packaged Goods (CPG).

EXECUTIVE POSITIONS

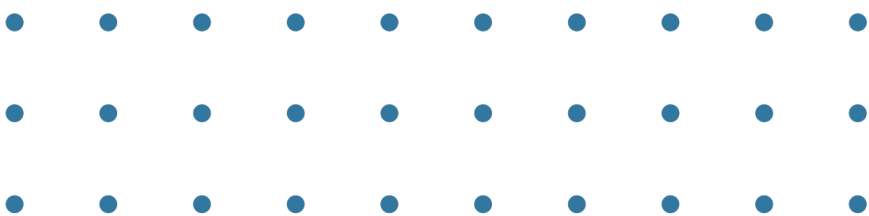
- Executive positions with:
- Hain Celestial
- Kashi
- Kellogg’s
- Annie’s
- Thomas Keller Restaurant Group (The French Laundry)
- Founder and CEO of Bridgetown Natural Foods with a successful exit

BOARD MEMBER AND ADVISOR

- Clover Vitality
- Nai World
- Aunt Fannie’s
- Rallenti Pasta
- Brand Factory Ventures
- Food Northwest – Education Research Institute



- FEATURED INSIGHTS
- The Food Institute
- Forbes
- Yahoo News
- Food Business News
- The Daily Meal
- Firebelly Podcast
- In the Sauce Podcast
- Jason Alexander Podcast



CORE CAPABILITIES



*ESSENTIAL SKILLS FOR
SUSTAINABLE GROWTH*

PRODUCT DEVELOPMENT

DELICIOUS, SCALABLE, & MARKET-READY



RECIPE FORMULATION

Develop delicious and scalable recipes that meet your nutritional and cost targets.

UNIT ECONOMICS ANALYSIS

Optimize product profitability through in-depth analysis of cost of goods, manufacturing processes, and minimum order quantities.

SENSORY EVALUATION

Validate product appeal and gather crucial feedback to optimize formulations.

PACKAGING & LABELING

Ensure your product packaging aligns with branding and regulatory requirements.

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TRANSACTIONAL LEARNING

REAL-WORLD TESTING FOR REAL-WORLD SUCCESS



MARKET
OF
CHOICE®

PILOT PLANT PRODUCTION

Validate your product's manufacturability and scalability in our fully licensed and compliant pilot plant.

MARKET-READY SAMPLES

Produce packaged samples for further testing, sales presentations, or retail trials.

REAL-WORLD CONSUMER INSIGHTS

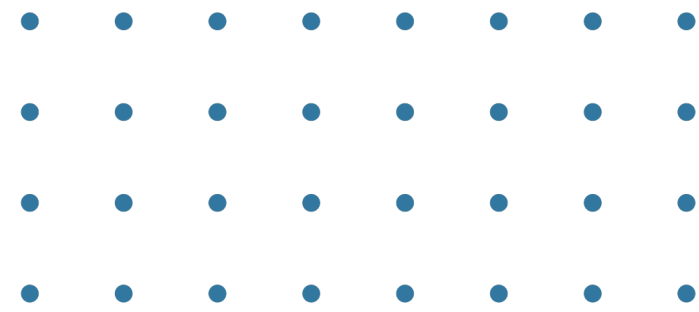
Gather crucial data on consumer sentiment, purchase intent, and sales velocity in a live retail environment.

COMPREHENSIVE SUPPORT

From production planning and inventory management to merchandising and data analysis.

COMMERCIALIZATION

LAUNCHING YOUR PRODUCT WITH CONFIDENCE



CO-PACKER IDENTIFICATION & VETTING

Thoroughly research and identify co-packers who align with your specific product needs and requirements.

CAPABILITY ASSESSMENT

Evaluate co-packers based on production capacity, certifications, quality standards, and cost-effectiveness.

NEGOTIATION SUPPORT

Assist in negotiating favorable terms with your chosen co-packer, ensuring a smooth production process.

LINE TRIAL PLANNING & MANAGEMENT

Develop a comprehensive plan for your product's first production run, optimizing efficiency and reducing risk.



REAL-WORLD RESULTS

*DRIVING INNOVATION AND
GROWTH IN THE FOOD &
BEVERAGE INDUSTRY.*



Revitalizing a Rising Star

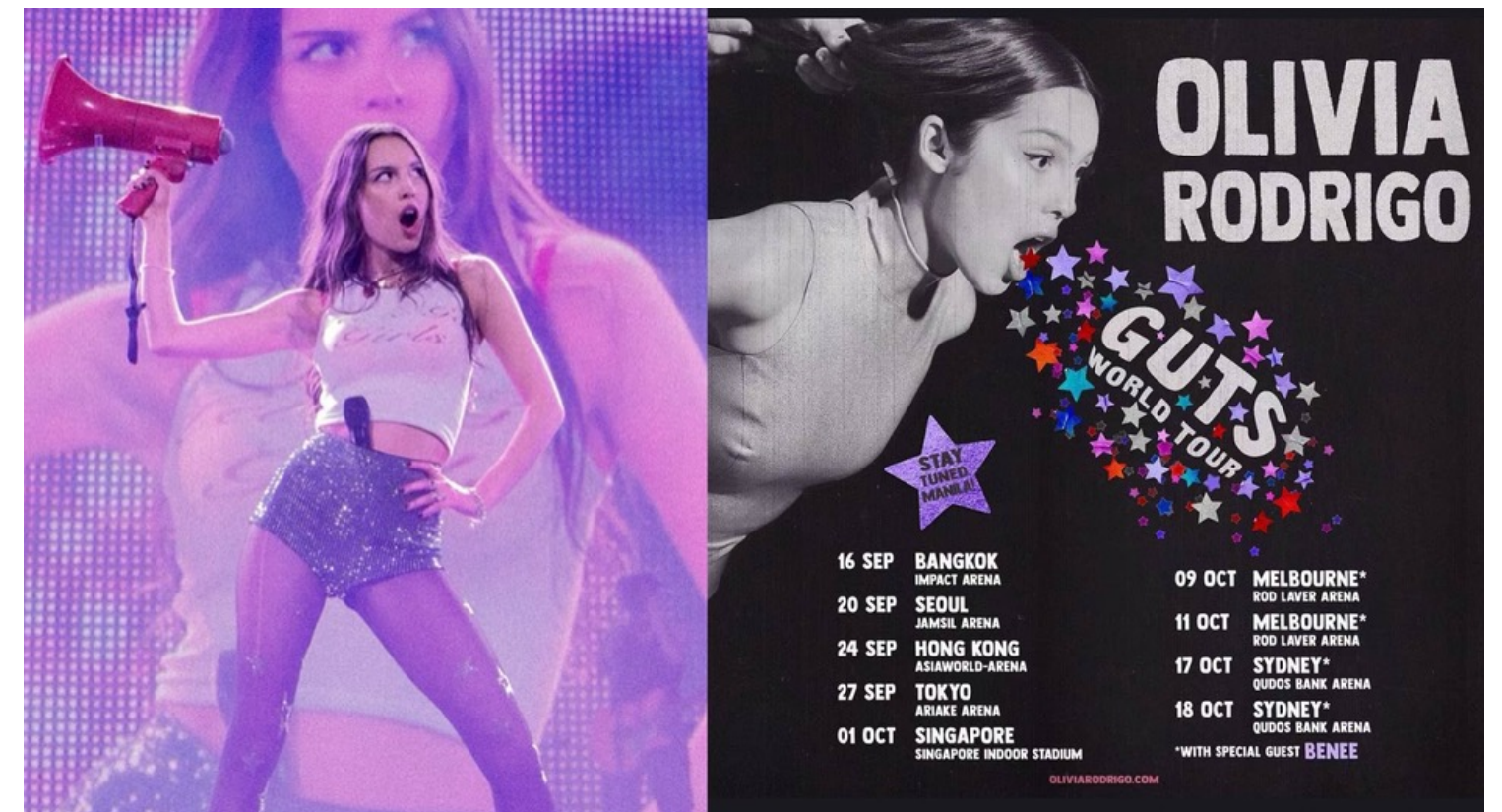
Results: 20x Brand Growth, Time Magazine's 2021 Best Invention Award

- Helmsman partnered with Magic Spoon to refine their core cereal flavors, improve product margins, and streamline production for rapid growth.
- This project demonstrates our expertise in cost optimization, recipe formulation, and scaling manufacturing to meet increasing demand.

Rapid Turnaround for Time-Sensitive Product Launches

Results: Record-Breaking Fan Rating (10/10) and a Successful Global Product Launch in Under Six Weeks

- Helmsman worked closely with Olivia Rodrigo's team to conceptualize, formulate, and launch the promotional cereal in thirty-nine days.



AWARD WINNING REFORMULATIONS

WORLD-CLASS FOOD SCIENCE EXPERTISE



ASSESSMENT & ANALYSIS

Uncover hidden opportunities to enhance your product.

REFORMULATION STRATEGY DEVELOPMENT

Tailored plans for improved taste, texture, lower production costs etc.

PROTOTYPE DEVELOPMENT & ITERATION

Rapidly test and refine for optimal results and market readiness.

VALIDATION & REFINEMENT

Guarantee consistent quality and consumer satisfaction.



READY TO REACH YOUR F&B GOALS?

[Schedule a Consultation](#)



THANK YOU

Have any question?

[\(510\) 671-8300](tel:(510)671-8300)

hello@helmsmangroup.com

www.helmsmangroup.com