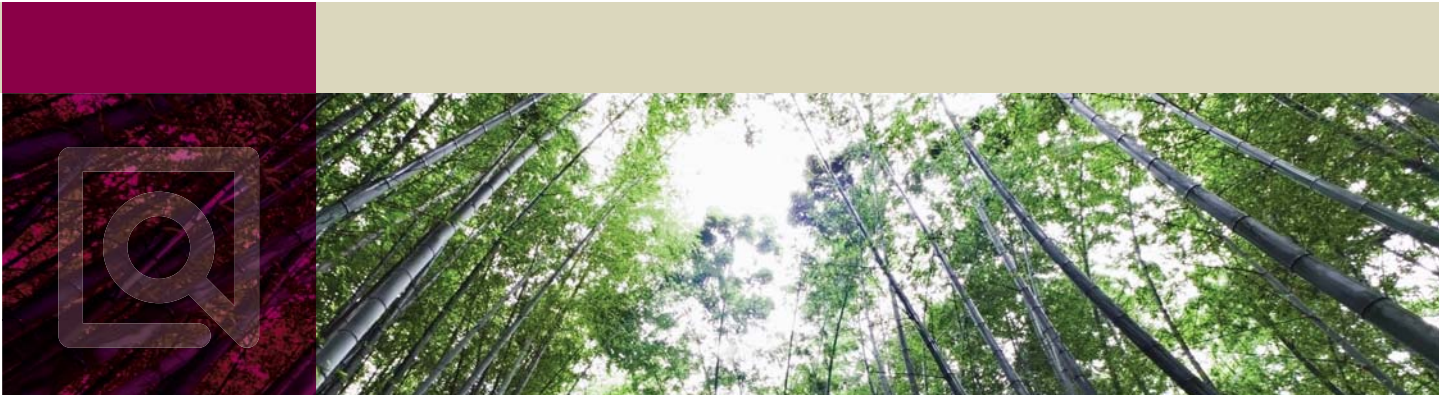


RTI: Case Study - Cadbury Ireland



As part of the successful international beverages and confectionary group Cadbury Schweppes, Cadbury Ireland knows the importance of continuous innovation. At a group level, Cadbury Schweppes has recognised that investing in innovation contributes directly to an increase in sales. In Ireland, Cadbury Ireland is doing its part to add to the strength of the organisation, and thanks to the support of Research, Technology and Innovation funding secured through Enterprise Ireland, the company has developed a range of new processes and products which are already delivering benefits to the group.

It was in December 2002 that Cadbury Ireland approached Enterprise Ireland for support under the RTI Initiative. The company faced a challenge: it wanted to introduce new chocolate products, but it needed to develop new manufacturing processes in order to create products that have the right structure, texture and flavour and were also economical to manufacture. Under the RTI Initiative, Cadbury Ireland's project qualified for support, and with the assistance of Enterprise Ireland the company successfully completed the application process and received a positive response in just two months.

Frank Kennedy, general manager, technical & engineering development for Cadbury Ireland, notes that many organisations could benefit from this specific type of R&D activity.

“For many organisations, the key area for R&D would be process development,” he says. “Most organisations like ours have access to basic research and knowledge but the benefits come through process innovation...looking at areas like new ingredients and how ingredients can be put together in a new format to deliver new products with added benefits and superior quality. The company has to be able to manufacture the food product in a way that's economical, so that also needs to be part of the process.”

(Continued Overleaf)

RTI: Case Study - Cadbury Ireland (Contd.)

“One of the interesting things about any work you do in the innovation area is that there are often spinoffs to other products or processes, and you can use these again. There is a learning process there: you are building your knowledge base.”

Frank Kennedy, Technical Manager,
Cadbury Ireland

SUCCESSFUL PRODUCT LAUNCH AND EXPANDED KNOWLEDGE BASE

Frank praised Enterprise Ireland for the valuable assistance it offered in bringing his team through the application process. Overall, he says the project for which Cadbury received RTI funding was a definite success: the project has already led directly to the launch of one new product, Cadbury Flake Praline, and Frank notes that this required a €4 million investment and 50 jobs were also created at the company as a result of the project. There was a second product which Cadbury had hoped to launch, but this product wasn't introduced, as it could not be manufactured at an acceptable market price point. However Frank notes that the process development efforts that went into the second product are not wasted.

“The fact is, we were able to construct the recipe, and the technology we used to develop the product may be used in another project,” Frank says. “One of the interesting things about any work you do in the innovation area is that there are often spin-offs to other products or processes, and you can use these again. There is a learning process there: you are building your knowledge base.”