

Carbery Ingredients Case Study

Carbery, formerly known as Carbery Milk Products, is a leading producer of food ingredients, flavours, cheeses and alcohol.

Established in 1965, they have outstanding experience and expertise in the dairy sector. Building on this, Carbery is now a key ingredients supplier to many food, beverage and nutritional products manufacturers.

When Carbery were looking to consolidate their nutritional enhancement product range to food companies in Europe and the US they knew they had a unique story to tell – no other dairy company in the world offered the same level of application development and taste engineering or took the time to understand consumer markets.

Working with the marketing team at Carbery Threesixty developed a product range and collateral that embraced their products technical qualities while focusing on the commercial benefits that Carbery provide to their clients.

This was a shift that elevated them from a nutritional ingredients manufacturer towards that of a tailored solutions partner and helped them deliver a competitive edge through scientific research, new product development and market understanding.

“Working with the expert B2B brand marketing team at Threesixty helped us develop an engaging technical and commercial offer; we showed our customers how our ingredients not only perform better – but how we can help them develop a competitive edge in their market.” – Paul Donegan, Marketing Manager, Carbery Ingredients.

This proposition was synthesized into ‘The Carbery Way’ and communicated through a range of sales collateral and promotional materials at the Food Ingredients Europe (FiE) tradeshow in Paris in 2009.

In 2010 Carbery Ingredients attended Health Ingredients Europe (HiE) in Madrid. Threesixty worked with the marketing team to produce graphics for their successful stand and supporting marketing collateral, resulting in a very successful trade event.

Brand visual samples

