

Successful Innovation at Tate & Lyle

Karl Kramer, President, Innovation & Commercial Development for Tate & Lyle

Tate & Lyle is a \$4 billion, global food ingredient and solutions provider. In a recent reorganization of the business, it placed innovation at the very heart of its future growth strategy by establishing a new Innovation and Commercial Development group (ICD) who are scheduled soon to relocate to a brand new, state-of-the-art facility in Hoffman Estates. Karl Kramer, President of ICD, provides us with an insight into the innovation process at Tate & Lyle and how this is facilitated through its Stage Gate process. The presentation will illustrate the importance of open innovation and partnerships as catalysts as well as the need for early engagement of both customers and consumers so as to ensure that only commercially relevant novel ingredients are brought to market. All of these concepts are brought together in a detailed case study on how Tate & Lyle launched its novel PUREFRUIT™ Monk Fruit Extract – a natural, great tasting, no calorie fruit-based sweetener - in 2011.