

Fibre Up

Introduction - Fibre Up is an innovative beverage company producing high-fibre soft drinks designed to support digestive health. Delivering up to 50% of the recommended daily fibre intake per serving, its drinks use a highly soluble maize-based fibre to provide functional health benefits while maintaining the taste and texture of traditional soft drinks. The business has recently entered wholesale and retail markets, with plans for further expansion

Challenge - Fibre Up needed to validate its product formulation and nutritional claims while optimising product quality and preparing for future growth. Key challenges included accurately measuring soluble fibre levels, addressing fibre sedimentation, and maintaining flavour, colour and product stability throughout shelf life. The company also wanted to better understand consumer preferences and identify new opportunities for product and flavour development.



Solution - SRC provided end-to-end technical and innovation support, including market research, analytical testing, manufacturing and process reviews, and sensory evaluation. Appropriate testing methods were identified to accurately measure soluble fibre and substantiate high-fibre claims, while manufacturing guidance helped address stability and sedimentation challenges. Structured taste panels were used to assess consumer acceptance, alongside flavour development sessions to optimise existing products and create new concepts. Labelling and artwork were also reviewed to support regulatory compliance.

Impact - The project successfully validated Fibre Up's formulation and nutritional claims, strengthening its regulatory compliance and position within the functional drinks market. Sensory testing demonstrated strong consumer preference, while improved understanding of processing and stability supported greater product quality and consistency. New flavour concepts have also created a clear pipeline for future innovation, positioning Fibre Up for continued retail growth and expansion.