



CASE STUDIES



Challenge

- The company in this case study entered the realm of children's dairy products with the goal of fortifying their offerings to enhance consumers' cognitive development. They sought to incorporate a custom premix capable of withstanding ultra-high temperature processing while meeting the vitamin specifications listed on product labels. The client reached out to us for a solution.

WIN America's Solution

- WIN Group developed a specialized premix that precisely met the company's requirements, offering a powder blend as a replacement for their previous oil-based vitamin blend. Our formulation aligned with the company's functional objective of enhancing cognitive development in children who consume their dairy products.



KIDS MILK

Impact

- Our customized premix not only facilitated proper product handling but also allowed for standard warehousing with reduced spoilage risk. Our dairy product customers, along with our broader clientele, benefit from receiving, tailor-made, stable, flavorful and, high-quality vitamin and mineral blends. Through WIN Group's flexibility and collaborative approach, we achieve success. Currently, we serve 11 dairy clients, delivering over 32,000 lbs of premix annually.