

CLC Technology Snapshot Rating Spreadsheet with Criteria

Rate the following ingredients on a scale of 1 to 10 on the strength of the following factors/
characteristics.

1 = weak trait /less desirable; 10 = strong trait / most desirable

2017 CLC Technology Snapshot Rating Spreadsheet with Criteria

Newness: When was it first marketed? Older ingredients with new applications also have strength. (Old = 1; New = 10)

Uniqueness: Does it have characteristics that differentiate it in the marketplace? (No = 1; Yes = 10)

Focused Information: Can useful, "how-to-use" information be provided in in 15 minutes. General overviews undesirable. (Overview = 1; Focused=10)

Functional/Technical Benefit Details: Does the Submission Form provide useful technical details to help you make a decision? (No = 1; Yes = 10)
Sales brochures with little to no technical information on the ingredient are not helpful.

Ingredient Legend Impact: Does it contribute to a shorter and/or more consumer- and export-friendly ingredient list?
How would/could be listed on a finished food's ingredient statement? (Longer, complex listing = 1; simplified name=10)

Program Contribution: Will the presence of the ingredient on the program help draw R&D attendees?
Does it contribute to a well rounded program where a variety of functional ingredients are offered? For example, as the Technology Snapshot program is filled, a natural coloring would be rated as weaker if 50% of the presentations are already on colors and there are no preservatives, flavorings, sweeteners, gelling agents, stabilizers, dough conditions, shelf-life extenders, etc. (There are up to 15 speaker slots maximum.)

Impact on food industry: An ingredient may have a limited impact due to a very limited supply, very high cost (as may happen with a hand-crafted, highly specialized component or lack of FDA notification for GRAS) (Limited impact = 1; high impact = 10)

Company & Ingredient	Newness	Uniqueness in Marketplace	Focused Information	Functional/ Technical Benefit Details	Ingredient Legend Impact	Program Contribution	Impact on Food Industry	Total
Acme Ingredient's Color Pro	10	7	3	6	8	2	3	39.00
Sensate Sweetener	8	6	6	7	8	9	2	46.00
Nature Source's Emulsifier X	4	5	7	5	7	6	4	38.00