

Strategic introduction to General Mills Innovation Sourcing Team

NZTE wishes to connect New Zealand companies and technology to General Mills – with the intention of identifying opportunities that deliver economic benefits to New Zealand as well as commercial benefits for General Mills.

General Mills is a multinational food company headquartered in the U.S. with well-known cereals, snacks, and baking goods brands including Betty Crocker, Yoplait, Nature Valley, and Haagen-Dazs.

NZTE – Investment has been working with GM to help introduce new innovations, strategic partners, and investment opportunities.

GM's innovation team are currently seeking novel ingredients, food processing technologies, and ready-to-go products or brands. Their interest areas include heart health and obesity, simplified ingredients lists (natural colours and emulsifier alternatives), sustainable processing and packaging, and more.

Their team will typically engage first in a non-confidentiality demanding manner with potential partners who have some degree of science or clinical evidence, as well as existing market exposure. If you'd like an idea of some of their innovation challenges, General Mills maintains the G-WIN web portal with some specific projects needs itemised: www.generalmills.com/win

Instead of only relying only on web submissions through G-WIN, we've offered to provide a co-ordinated response through our strategic relationship with General Mills.

If you are interested in an introduction, please let Kevin Little know if possible by Friday, Aug 20.

We will then ask for/compile brief summaries and contact information from interested parties that can be presented to the innovation sourcing team at GM. If GM are interested in any specific opportunities, we'll then ensure that they engage directly with you.

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