



CASE STUDY

Reliable Allergen Testing Empowers Protein Drink Manufacturer

Certified Laboratories Delivered Consistent Results at Scale to Support Allergen-Free Marketing Claims

A New York-based manufacturer of plant-based protein drinks wanted to differentiate its products with an allergen-free marketing claim. In support, the manufacturer designed a protocol of 17 individual tests for each product, including testing for the FDA's Top 8 allergens in addition to microbiology testing for quality before product was released to market.

The challenge, however, was to consistently obtain reliable results due to the potential liability of releasing a product labeled "allergen-free" that sickened a customer due to an allergic reaction. Further, the laboratory had to handle volume requirements for 10-12 product lots each month, with each product comprised of a diverse mix of 16-25 ingredients. At the same time, the laboratory had to provide capacity to scale testing in line with the company's growth.

Certified Laboratories seamlessly implemented the manufacturer's testing protocol and delivered reliable results with industry leading TAT. This allowed the manufacturer to create a bill of materials for each product lot segmented by ingredient that links to a certificate of analysis showing the absence of allergens. Consistently obtaining reliable test results enabled the manufacturer to support its allergen-free claims with data from an accredited lab, helping them market their products effectively and continue growing.

CHALLENGE

Support an allergen-free marketing claim.

DIFFICULTIES

Potential liability and high test volume.

SOLUTION

Certified Laboratories enabled allergen-free claims with reliable, scaled chemistry testing.

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