

Client

A leading retail seafood manufacturer that specializes in fresh and premium value added seafood items.

Challenge

Objective: Capturing Summer Shelf Space with a Grill-Ready Star

As retailers began planning their **Summer Retail Sets**, our client—a leading seafood manufacturer—approached us with a clear objective: gain share in the competitive summer grillables category. With decisions being made quickly and shelf space at a premium, the goal was to create a standout product that would appeal to both buyers and consumers during peak **Summer** season.

The challenge was to develop something **craveable**, eye-catching, and simple to prepare—while hitting the right price point for high-volume sell-through and strong margins. The ideal product needed to deliver flavor, convenience, and season-long **repeat appeal**.

We zeroed in on **innovation** that aligned with summer grilling behaviors, lifestyle trends, and category gaps—something exciting enough to drive trial and dependable enough to earn its place in consumers' weekly routines.



Our Focus

Texture & Integrity

We explored many protein options exhaustively. Each seasonal inclusion was chosen for both flavor and function, ensuring every component cooked evenly and looked vibrant on the skewer. The result: a craveable, grill-ready product that performs beautifully from freezer to plate.

Flavor Development

We aimed to develop an umami-forward flavor that felt instantly familiar but offered something new. Bright citrus lifted the profile, while a hint of heat added depth without overpowering. The result? A balanced, craveable flavor that appeals to a wide range of consumers—adventurous and traditional alike.

Ease of Use

The skewers were designed for true convenience—fully prepped and ready to cook right out of the pack. No assembly, no mess. Vibrant ingredients and clean presentation made them look fresh and appetizing from the moment the package was opened.



Our Approach

A Flavor-Focused, R&D-Driven Journey to the Perfect Skewer

We began this project by exploring a wide range of protein species and sizes, determined to find the ideal match for grilling, flavor absorption, and visual appeal. From citrus-marinated chicken to bold spice-rubbed fish, our culinary team developed and tested hundreds of skewer combinations. We paired each protein with vibrant seasonal vegetables, zesty citrus segments, and a variety of dry seasoning blends — each crafted to deliver bold, craveable flavor across multiple consumer palettes.

As we narrowed our focus based on internal tastings, functionality trials, and client feedback, shrimp emerged as the front-runner — offering the best balance of price point, availability, broad consumer appeal, and grilling performance. We tested multiple shrimp sizes, tail-on vs. tail-off formats, and diverse seasoning profiles to lock in the perfect combination of taste, texture, and ease of preparation. We selected shrimp with the ideal size and prep method to deliver a satisfying bite and maintain their shape on the grill—no curling, no drying out.

The result? A visually striking, grill-ready shrimp skewer featuring colorful vegetables and inclusions, pre-seasoned for convenience, and built for success in both home kitchens and retail aisles. A product born from rigorous testing, creative development, and a deep understanding of what consumers crave during grilling season.



Results

Client Satisfaction Sparked Immediate Buyer Engagement

Our client was not only thrilled with the final shrimp skewer concept—we exceeded expectations across taste, appearance, and ease-of-preparation. The product’s compelling balance of craveability and operational simplicity gave them immediate confidence to begin presenting it to retail buyers. This early enthusiasm would prove to be a turning point in their value-added seafood strategy.

Retail Buyers Responded with Enthusiasm and Speed

The feedback from retail buyers was overwhelmingly positive. The product hit the mark with its seasonality, versatility, and premium visual appeal. Buyers were quick to see its potential as a summer staple, with multiple accounts expressing interest within days of their first exposure to the product.

500,000 Units Ordered Pre-Season—A Major Vote of Confidence

A leading retailer placed a pre-season order of 500,000 units for a May rollout—demonstrating both excitement and trust in the product’s marketability. For our client, this wasn’t just a win—it was a validation of the collaborative innovation process.

Two Buyers, Two Skewers: Product Line Diversification on Day One

Not only was the core product a success, but its versatility allowed for immediate line extension. Two separate retail buyers opted to move forward with two distinct flavor and format variations, showcasing the flexibility of the product platform we created and the appetite for premium, grill-ready seafood options.

Food Styling + Photography That Sold the Product Before a Bite Was Taken

To support sell-in and elevate visual appeal, we tapped into our in-house expertise in food styling and culinary photography. The results spoke for themselves—we were commissioned to create the final packaging images featured below.

