

• ROWELL

CONSULTING

Service Catalog & Strategic Solutions

Formulation Development: The Bench-to-Market Suite

Precision-engineered product development for startups and established brands.

- **What's Included:**
 - Commercially scalable tested formula.
 - Vetted list of ingredient suppliers and sources.
 - Rudimentary bench-top sensory testing.
 - Preliminary 100g Nutrition Facts Panel.
 - **Pricing Options:**
 - Essential (Single Product): \$2,500 – \$4,000
 - Innovation (Line Extension / 3 SKUs): \$6,500 – \$9,000
 - Enterprise (Complex Functional Ingredients): \$12,000+
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Recipe Edits & Audits: The Culinary Refresh

Optimizing existing recipes for better nutrition, flavor, or functional performance.

- **What's Included:**
 - Fully edited and standardized formula.
 - Technical audit of current ingredients.
 - Professional food photography of the finished product.
- **Pricing Options:**

- Single Recipe Audit & Photo: \$850 – \$1,200
 - The "Menu Refresh" (5–10 Recipes): \$3,500 – \$5,500
 - Seasonal Retainer (Quarterly updates): \$1,500/month
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Regulatory Affairs Advising: The Compliance Roadmap

Navigating the complexities of FDA, USDA, and US School Nutrition standards.

- **What's Included:**

- Step-by-step action plan per product.
- Advising on nutrient content claims & Front of Pack (FOP) labels.
- Nutrition Facts Panels and Product Formulation Statements.
- Specialized school nutrition regulation consulting.

- **Pricing Options:**

- Label Review (Per SKU): \$600 – \$950
 - Regulatory Action Plan (Full Strategy): \$2,000 – \$3,500
 - The "School Ready" Checklist (NSLP/SBP): \$4,000+
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Menu Mapping: The "Strategic Sales" Engine

Bridging the gap between food science and sales for B2B success.

- **What's Included:**

- Targeted menus for sales/marketing teams to pitch products.
- Application across K-12, Healthcare, and Commercial sectors.
- Compliance with up-to-date USDA rules and regulations.

- **Pricing Options:**

- Niche Mapping (Single Sector): \$1,800 – \$2,500
- Omni-Channel Mapping (Multi-Sector): \$5,000 – \$7,500
- Sales Enablement Kit (Menus + Nutritional Selling Points): \$3,000+