

# North of Scotland KTP Centre Case Study

Knowledge  
Transfer  
Partnerships

## Genius Foods

The project was designed to gain ongoing understanding of the science behind gluten free foods on quality of life and gut health, enabling the development of strategic business opportunities.

### Challenge

Genius Foods, the UK's leading gluten-free (GF) food manufacturer recognised a significant opportunity to expand the target market for its products, including a broader consumer group outside those diagnosed as gluten intolerant, keen to include GF products in their diet. To reach these consumers, Genius needed to expand its scientifically based knowledge of the health benefits of a GF diet to its consumers to support continued business growth and increase main stream brand, product and marketing relevance.



### Results

Overall, the study suggested there may be some subjective benefit to going gluten free and the company believes this knowledge, when crafted into the brand's marketing & communications, would help contribute to a growth in sales.

### Benefits

The KTP contributed to the company strategy as it provides evidence that going gluten-free is beneficial for the "Like To" audience. Awareness and penetration of GF grew significantly since the beginning of the partnership which made the KTP study more relevant for the company. The KTP also highlighted the ongoing need for scientific studies and surveys into a gluten-free diet. The company expanded its horizons and appointed two in-house scientists to carry out research.



Genius Food is a gluten-free food production and retail company. Its initial product line has focused on the development and sale of gluten free bread, but the company is currently expanding into other bakery products and other European markets.

*"The messages we were hoping to see from the KTP study really came to fruition.*

*That has helped us enormously with attracting more consumers to our brand...I would certainly recommend other businesses getting involved in a KTP study. It's a very fulfilling, enriching experience."*

**Lucinda Bruce-Gardyne**  
Founder, Genius Foods