



**R&D House :**

A-43, Sector 57, Noida, Uttar Pradesh - 201301



**Factory Address :**

902, Samaypur Badli Industrial Area, New Delhi -110046

## Beverage Formulation Timelines

### Beverage Recipe Formulation Timeline

Stage	Task Description	General Drink Recipe (30 Days)	Unique Drink Recipe (60 Days)	Functional Recipe (90 Days)	Assigned To	Remarks/Notes
<b>1. R&amp;D Kickoff</b>	Concept finalization and market research	Day 1-3	Day 1-7	Day 1-10	R&D Team	Includes trend analysis
<b>2. Raw Material (RM)</b>	Procurement of raw materials	Day 4-6	Day 8-15	Day 11-20	Procurement	Ensure quality and compliance
<b>3. Trial Formulation</b>	Initial trials and optimization	Day 7-15	Day 16-30	Day 21-45	R&D Team	Minimum 3 trial runs
<b>4. Sensory Analysis</b>	Testing for taste, texture, and aroma	Day 16-20	Day 31-40	Day 46-60	QA Team	Conduct with experts and focus groups
<b>5. Stability Testing</b>	Assess shelf life and physical stability	Day 21-25	Day 41-50	Day 61-75	R&D & QA Team	Simulate storage conditions
<b>6. Final Optimization</b>	Adjustments based on test results	Day 26-28	Day 51-55	Day 76-85	R&D Team	Ensure compliance with desired attributes
<b>7. Documentation</b>	SOP finalization and recipe handover	Day 29-30	Day 56-60	Day 86-90	R&D Team	Include process, ingredients, and QC parameters



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