

CELEBRATING AUSTRALIAN FOOD AND AGRIBUSINESS

INNOVATIONS

WILDBRUMBY SCHNAPPS DISTILLERY
TNA SOLUTIONS
THE RIGHT FOOD GROUP
THE GOURMET GOAT LADY
THE AUSTRALIAN SUPERFOOD CO
TEXTURED CONCEPT FOODS
SOURCE CERTAIN INTERNATIONAL
SILVERWOOD FINE FOODS
SILLY YAK FOODS
SEALED AIR
SALDOCE FINE FOODS
REBELLION BREWING
RAINFORREST HEART
RAINFORREST BOUNTY
QUEEN OF POPS
PUREHARVEST
OVER THE MOO
ORGANIC AND RAW
NATURAL EVOLUTION
MURRAY RIVER ORGANICS
MOUNT ROLAND HAZELNUTS
MONSTER HEALTH FOOD CO
MODUS OPERANDI BREWERY
MEDIKANE HOLDINGS
MADE BY COW
KOALA KARMA
KARMER
JULIAN'S GLUTEN FREE
HOOCHERY DISTILLERY
HEMP FOODS AUSTRALIA
HARTSHORN DISTILLERY
GREENWHEAT FREEKEH
GREAT SOUTHERN TRUFFLES
GLENCOE FARMS AUSTRALIA
GARLICIOUS@GROWN
FOODS FROM THE EARTH
FLAVOUR CREATIONS
EXTRAORDINARY FOODS
COOLSAN AUSTRALIA
COFFEE AUSTRALIA
COCO & LUCAS' KITCHEN
CHRIS' GREEK DIPS
BYRNE VINEYARDS
BOTANICAL INNOVATIONS
BEECHWORTH HONEY
AUSTRALIAN VINEGAR
AUSTRALIAN FUNCTIONAL INGREDIENTS
AUSTRALIAN FUNCTIONAL FOODS
ADAPTAPACK
ABB AUSTRALIA



FLAVOUR CREATIONS

DYSPHAGIA CUP

CHALLENGE

Dysphagia may affect 15-30 per cent of Australians aged 65+ and can occur as a result of conditions including dementia, stroke, Parkinson's disease and multiple sclerosis. People with dysphagia need to close their airways by tucking their chin to their neck when drinking because they are at risk of asphyxiation. Dehydration and malnutrition are further common consequences of dysphagia because the design of conventional cups means that individuals often cannot drink on their own and require assistance. Flavour Creations' founder Bernadette Eriksen has had more than twenty years experience understanding the needs of people with dysphagia. Combining this experience with knowledge gained from research and working with long-standing partners with expertise in texture modification, nutrition and speech pathology, Bernadette set about creating a cup designed for people with dysphagia.

SOLUTION

The manufacturing and commercialisation of the Cup were the largest challenges the project faced due to its unique shape. As a result, Flavour Creations has invested more than \$6 million dollars into the research and development of the Cup, along with adapting their current manufacturing technologies and packaging concepts. Each element of the Dysphagia Cup's design has been carefully considered with the end user and their accessibility needs in mind. Features include a large easy-to-read foil label with external ribbing and embossed texture to assist with a manual grip. The Cup has also been designed to be durable, balanced and stackable for transport, lightweight, transparent and to look 'cool' – not another clunky offering for those with disabilities. The materials also had to be environmentally friendly, ethically sourced and cost-effective.

OUTCOME

The new, patented Dysphagia Cup is a revolution in the international ready-to-drink thickened beverage market. An innovation in accessible design, it empowers individuals who experience difficulty holding their own cup to safely and independently feed themselves. The Dysphagia Cup was launched in 2016 and has been such a success that in early 2017 Flavour Creation transitioned their entire range of over 20 pre-thickened, ready-to-drink beverages to the Dysphagia Cup packaging. Flavour Creations are able to provide food and drink solutions for this niche market that not only taste great but offer maximum nutritional density and choice. The Cup is as close to a one stop shop for anyone with any condition that would impair them from being able to bring a cup to their mouth, and ensures the contents flow correctly to enable safe swallowing.



Flavour Creations is a Brisbane-based specialist food and drink manufacturer that researches and develops innovative nutrition products intended to support a healthy lifestyle and improve the lives of people with dysphagia, a condition that causes difficulty in swallowing. www.flavourcreations.com.au

