

JDE Peet's unveils transformed Innovation Laboratory in Utrecht

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JDE Peet's announces the opening of its fully revamped modular Innovation Laboratory in Utrecht, the Netherlands, to accelerate next-generation coffee breakthroughs.

The new facility underscores the company's commitment to the rapid scaling of customer-led innovations, as well as the strategic importance of JDE Peet's global R&D centre in Utrecht.

The Innovation Lab's pioneering, modular setup enables teams to swiftly develop new coffee products, processes and packaging materials, which can then be quickly scaled globally across JDE Peet's manufacturing network.

This investment complements the recent opening of JDE Peet's innovation facility in Joure, the Netherlands, which focuses on the development of next-generation extraction and freeze-drying technologies, and marks a combined investment of ~8 million.

Key focus areas for the Innovation Lab teams include single serve, capsules, ready-to-drink and instant formats, as well as the development of sustainable packaging.

Supporting JDE Peet's Common Grounds sustainability goals, the Innovation Lab also features new processing, heating and ventilation systems, designed to recycle heat and reduce energy consumption.

Carolyn Adams, Chief R&D Officer at JDE Peet's, said, "We're proud that our next generation of coffee innovations will be developed in the home of our oldest and most beloved brands – Douwe Egberts. Coffee is one of the most exciting and fast-evolving consumer categories, with new flavours and formats emerging almost every week. The agile, modular setup of our Innovation Lab enables us to rapidly respond to consumer insights and quickly scale new flavours and formats – whether hot, cold, wet or dry – to full factory production. As we deliver our "Reignite the Amazing" strategy, this investment will allow us to significantly accelerate the time-to-market of the next generation of coffee breakthroughs in response to changing consumer needs and trends."