

The GLP-1 Portfolio Pivot

Food & Beverage Industry

A structural shift is emerging across the food and consumer goods industries. The rapid adoption of GLP-1–based weight management therapies is fundamentally changing how consumers eat—favoring smaller portions, higher nutritional density, and functional value over volume. For manufacturers, this is not a short-term trend—it is a permanent reset of demand patterns.

Traditional portfolios built on high-volume, calorie-dense consumption are increasingly at risk. A leading food manufacturer recognized that future competitiveness would depend on re-engineering its product portfolio, processing capabilities, and packaging formats to align with a new consumption paradigm centered on precision nutrition and functional value.

↓ Vol

Reduced Volume

Per consumption occasion

Micro

Micro-Meal Formats

Smaller, functional servings

↑ Margin

Higher Margin

Per unit sold



Share of Stomach

Stronger retention vs. competitors

From volume consumption to high-value, precision nutrition — **the future of food is not about how much consumers eat, but the value, function, and precision of every bite.**

The Strategic Challenge

The organization was optimized for volume consumption—but the market shifted to value per bite. Existing production lines, packaging formats, and product portfolios were all engineered for a consumption paradigm that is rapidly becoming obsolete. The risks are structural, not cyclical, and demand a fundamental transformation response.

Declining Category Demand

High-sugar and high-fat product categories are experiencing sustained demand erosion as GLP-1 adoption accelerates among key consumer segments.

Portfolio Misalignment

Existing product lines are misaligned with evolving consumption behavior, leaving significant gaps in protein-rich, nutrient-dense, and functional offerings.

Production Constraints

Manufacturing lines optimized for large-volume, standardized products lack the flexibility required for smaller batch sizes and new formulations.

Packaging Gaps

Current packaging formats are not suited for smaller, functional servings—creating a barrier to capturing the emerging micro-meal opportunity.

Competitive Exposure

Risk of losing "share of stomach" to more adaptive competitors who are already repositioning around health, performance, and functional benefits.

TRADITIONAL MODEL

HIGH VOLUME PRODUCTS



LARGE PORTIONS



LARGE PORTIONS



VOLUME-BASED REVENUE

GLP-1-DRIVEN MODEL

NUTRIENT-DENSE PRODUCTS



MICRO-PORTIONS



VALUE-BASED REVENUE



Transformation Powered by 3D&S + TECHNEXIS™

Fortis & Peak deployed its proprietary 3D&S execution framework—Define, Design, Deliver, Sustain—powered by the TECHNEXIS™ engineering and product transformation engine. Together, these platforms provided end-to-end visibility, architectural precision, and operational agility to pivot the manufacturer's portfolio from volume-driven to value-driven nutrition.

1

DEFINE

Assessed GLP-1–driven consumption shifts, analyzed portfolio performance across nutritional dimensions, identified gaps in functional categories, and quantified revenue and margin risks.

2

DESIGN

Redesigned portfolio toward high-protein, functional offerings. Developed Micro-Meal formats, adapted processing lines for flexible batches, and aligned pricing with value-based consumption.

3

DELIVER

Launched reformulated products, reconfigured production lines for smaller batch processing, introduced new packaging formats, and synchronized R&D, manufacturing, and commercial teams.

4

SUSTAIN

Enabled continuous portfolio adaptation based on consumption data, ongoing innovation in formulations and packaging, and capability building in agile manufacturing and functional product development.

Core Platforms in Action

Two proprietary platforms sit at the heart of this transformation. TECHNEXIS™ serves as the engineering and product transformation engine, while 3D&S provides the structured execution framework that moves strategy into measurable operational outcomes. Together, they enable manufacturers to adapt at the speed the market demands.

TECHNEXIS™

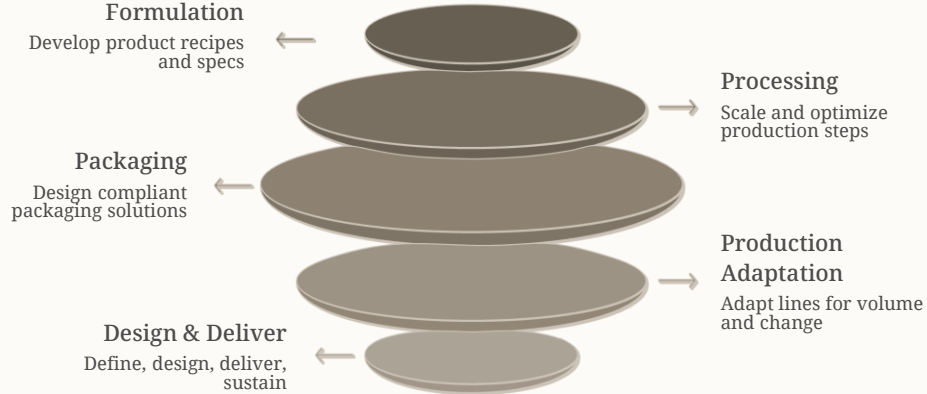
The Engineering & Product Transformation Engine

- Integrates product innovation, processing, and manufacturing design into a unified platform
- Enables rapid adaptation of production systems to new formulations and portion formats
- Aligns engineering precision with market-driven product strategy
- Drives the full engineering layer: Formulation → Processing → Packaging → Production Adaptation

3D&S Framework

The Structured Execution Methodology

- **Define:** Identify consumption shifts and portfolio risks with data-driven clarity
- **Design:** Architect next-generation product and production models
- **Deliver:** Deploy new products and manufacturing capabilities at pace
- **Sustain:** Continuously evolve portfolio and operations as the market shifts



The combination of TECHNEXIS™ and 3D&S creates a closed-loop transformation system—where engineering capability and execution discipline reinforce each other at every stage of portfolio evolution.

Measurable Impact & Strategic Positioning

The transformation delivered tangible, structural improvements across margin, agility, brand positioning, and competitive resilience. By pivoting from volume-driven to value-driven nutrition, the manufacturer achieved outcomes that extend well beyond a single product launch—establishing a self-evolving portfolio aligned with long-term consumption shifts.



Improved Margin Per Unit

Premium, functional products command higher value per serving, improving unit economics despite lower consumption volumes.



Share of Stomach Retained

Retention and growth of share of stomach achieved even as total consumption volume per occasion declined across the category.



Increased Agility

Faster product development cycles and flexible production capabilities enable rapid response to emerging nutritional trends.



Reduced Obsolescence Risk

Portfolio re-engineered to remain relevant as GLP-1 adoption continues to reshape consumer demand patterns long-term.



Strengthened Brand Position

Repositioned firmly within health, performance, and functional nutrition segments—categories with durable, growing consumer demand.

Fortis & Peak is the creator of TECHNEXIS™ and owner of the 3D&S methodology—a firm that transforms portfolios into high-margin, future-ready nutrition systems and enables market-aligned, precision consumption strategies.