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## Accelerator Case Study

### Planticious Ltd.



**Sector:** Food and Drink

**Size:** Micro

**Location:** Rushcliffe

### About the business

Planticious Ltd was formed in 2019 and is based in West Bridgford, Nottingham.

When Simon Wills, founder, was faced with his son's IBS diagnosis, he was inspired to seek natural solutions to improve gut health. His research quickly led him to the power of fibre, a key component for digestion and overall wellness. From this personal journey, Good-Fibes, a fortified prebiotic daily shot, was born; designed to bridge the fibre gap many people unknowingly face.

### Challenges faced

Recognising that most adults and children consume just 15-20g of the recommended 30g of fibre daily, Simon envisioned a simple, convenient way to meet this shortfall. Each 60ml shot of Good-Fibes packs over 10g of prebiotic plant-based fibre, along with natural fruit purées, to nourish the gut and promote overall health. However, bringing this innovative product to market required expertise far beyond his knowledge.



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### Solution and impact

Enter the Food and Drink Forum\*, an Accelerator Project Partner. Simon first connected with the Forum after seeing a post on social media and immediately recognised their value in supporting his new venture.

Accelerator is funded through Rushcliffe Borough Council's share of the UK Shared Prosperity Fund and delivered by East Midlands Chamber.

Simon's journey began at the University of Nottingham's Food Innovation Hub through the Forum's Innovation Voucher Scheme, where Simon worked closely with experts to develop and perfect the Good-Fibes formulation.

Once the recipe was locked in, the real work began, with the Forum offering critical support in food safety, hygiene, and the intricacies of labelling. Navigating what could and couldn't be included on the Good-Fibes label was essential to ensuring the product met industry standards, while courses on pricing and production costs allowed Simon to determine ingredient and manufacturing costs, waste management, and market pricing - without sacrificing profitability.

The Food and Drink Forum's assistance didn't stop at theoretical learning. Simon was able to develop new flavour combinations and experiment with pasteurisation techniques during two valuable days in the development kitchen at the South West Food Hub in Weston-Super-Mare. This hands-on experience helped fine-tune the product's shelf life through good pasteurisation processes, ensuring the pH was optimised for stability.

The continued collaboration has been invaluable as Simon investigates sustainable packaging solutions, such as moving from glass bottles to recyclable RPET bottles. This will allow Plantlicious Ltd. to reduce costs and meet consumer and retailer preferences for eco-friendly options.

Simon also credits the Food and Drink Forum for introducing him to marketing strategies through seminars led by Tessa Stuart, author of *Flying Off the Shelves* and *Packed*, who offered invaluable insights into positioning Good-Fibes for success in a competitive market.

Though Good-Fibes has yet to officially launch, the support Simon has received through the Accelerator Growth Voucher has been transformative. From development, courses and kitchen trials to ongoing innovation and market preparation, the guidance and resources provided by the Food and Drink Forum



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have empowered Simon and Plantlicious Ltd. to move confidently toward bringing Good-Fibes to market.

Without the support of the Food and Drink Forum and the Accelerator Voucher scheme Simon says he's in no doubt that the business would not be at the stage it is due to the amount of funding that would have been required to take it to this stage.

*\*The Food and Drink Forum has closed but support is still available from [East Midlands Chamber](#) and [Rushcliffe Borough Council](#).*

### A word from the business

*“The Food and Drink Forum has been incredible.*

*Without their knowledge, support, and the extensive network they've connected me with, I would have been at a loss for where to start. Good-Fibes is set for success thanks to their expertise.”*

**Simon Wills**, Founder

#### Accelerator has provided:

- Growth Voucher
- Workshops
- Network connections

#### Impact to business:

- Product Development
- Upskilling
- Cost savings