

Food Innovation & Research Studio (FIRSt)

George Brown College

📍 Toronto, ON



ABOUT FIRSt

FIRSt supports the food and beverage industry with scientific R&D services from our lab located at George Brown College in Toronto, Ontario. We provide our clients with creative, practical, and science-based insights to solve product development challenges and help them bring new ideas to market




Contact FIRSt

 **Dan Reilly**
Director

 [+1-416-415-5000x6962](tel:+14164155000x6962)

 dreilly@georgebrown.ca



 **Andrea Orazi**
Business Development Manager

 andrea.orazi@georgebrown.ca



 [georgebrown.ca/first](https://www.georgebrown.ca/first)

 215 King St. East, Fourth Floor, Toronto, ON M5A 1J9

 **Services offered in:** English

 **Request Interactive Visit:** <http://interactivevisits.ca>



Follow Us:

[in](#) [f](#) [🐦](#) [📷](#)

Share with someone:

 [in](#) [f](#) [🐦](#) 

RESEARCH AND INNOVATION EXPERTISE

EXPERTISE

1. Product development
2. Product optimization
3. Recipe development
4. Consumer sensory research
5. Focus groups
6. In-plant trials and pilot testing
7. Shelf-life testing and validation
8. Nutritional analysis and Nutrition Facts Tables (NFTs)
9. Claims, regulatory, and packaging review
10. Food science consulting



Previous Research Projects

- <https://www.georgebrown.ca/research-innovation/exchanges/first/clients>

Fields of projects

- Spreads and dips
- Soups
- Sauces
- Snacks (granola, protein bars, chips, etc.)
- Frozen desserts and ice cream
- Coffee and tea
- Baked goods and baking mixes
- Beverages (including alcoholic / carbonated)
- Powders, flavours, applications