Summary

In the catering industry, a problem concerning the loss of carbon dioxide in sodas was noticed. A lot of half-empty bottles have to be thrown away, because the amount of CO2 left, is not enough to be served to a customer. After this problem was noticed in the catering industry, it became quickly visible that this is also a reoccurring problem at homes. A solution to this would prevent a lot of waste of carbon-dioxide-holding drinks.

This report answers the following question: To what extend is it feasible to develop a product that can bring the carbon dioxide level of a flat drink in a bottle back to the desired level?
The answer has been given by defining the problem completely, stating the wishes of the stakeholders and research possible solutions. When this was completed, a concept product has been created. Multiple solutions have been forged into different concepts, from which one has been chosen and further developed.

Deducting from research, the desired retail price of €2,50 is likely to be possible, since the production costs are only €0,85. A downside to the product is that it will not be efficient, since half-empty bottles will lose their CO2 at a significantly faster rate. Every time the bottle is opened, a lot of the CO2 will be lost. This will not be a big problem, since it is expected that these bottles will be finished in one or two sittings.

The conclusion is that it is very feasible to develop a product that can bring back carbon dioxide in a drink to a desired level. The product is accessible to every consumer and could be the solution the problem of prematurely thrown away carbon dioxide holding drinks. The developed concept product has a good chance of becoming a successful product on the market.