

# Nourish Me Now: investigating a milk based product as a recovery drink

## Health and Life Sciences: Contract Research case study

Nourish Me Now, a new sports drink company which came to prominence in an appearance on Dragons' Den approached Northumbria University to investigate the effect of consuming yoghurt - milk based product as a recovery drink in recreationally active females. This short contact research activity was conducted by academic staff and supported by MSc students.

Since its launch, Nourish Me Now continues to generate positive media coverage and the Company acknowledges the relationship with Northumbria very positively. As a result, Northumbria is about to support a second bespoke research study to evaluate the effect of Nourish Me Now milk based products on a new target market and which is due to complete by April 2015. This business and enterprise relationship is mutually beneficial facilitating Northumbria University academic staff and students in applying their research in a practical way in supporting a new and developing company. Nourish Me Now has been able to utilise the findings to support product development, inform decisions and advocacy trusting fully the integrity of the research findings.

Rachel Smith and Lynwen Harrison Co-Founder and Directors of Nourish Me Now were keen to endorse their experience:

**"Working with Northumbria University on our contract research has been nothing but a positive experience. From the start, their expert-led team have been supportive and above all, highly professional. We trust them entirely to help us with achieving our company goals for our product".**

Northumbria staff involved, Dr Penny Rumbold stated:

**"Working with Nourish Me Now has been a real pleasure. They have their own innovative ideas regarding the goals of their product but also recognise the importance of developing a sound scientific underpinning on which to base their ideas. It is refreshing to work with such passionate individuals."**

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