

Sample Interview Questions – Corporate

- 1. How much has Bioriginal's business been impacted by the Omega-3 trend?**
- 2. What about low carb – how do Bioriginal's products fit into that trend?**
- 2. What is Bioriginal doing to grow the industry?**
- 3. Historically, flax has been used in commercial applications; when and how did it become used for human consumption?**
- 4. Is there increased interest from food/beverage companies in nutritional fats/oils?**
- 5. What specific nutritional fats/oils do you offer?**
- 6. Can they be used in dietary supplement pills, bars and powders?**
- 7. Are your products GRAS approved? If so, for what applications?**
- 8. What challenges do nutritional fats pose in a food or beverage application?**
- 9. What benefits can they supply in a food or beverage?**
- 10. What quality control steps do you take to ensure efficacy of ingredients?**
- 11. What misconceptions do food/beverage companies have about the use of nutritional fats in functional food/beverage products?**
- 12. Bioriginal has BakOmega & FibrOmega. How does a manufacturer go about deciding which one is right for his food vs. beverage?**
- 13. In Bioriginal's opinion, how is the fiber market doing in terms of food/beverage/nutraceutical applications? Is any one sector taking off? If so, why?**
- 14. What makes Bioriginal unique compared to other suppliers in the industry?**
- 15. How is Bioriginal's location in western Canada been advantageous?**
- 16. How has the consumer trend toward more organic products been influential in Bioriginal's decision to market organic ingredients & products?**

