

## CLIENT STORY

# Accelerating Innovation: How Constellation Brands Cuts R&D Timelines from Years to Months with Lux

Lux enabled Constellation Brands to accelerate decision-making, optimize resources, and scale expertise across multiple innovation areas, transforming months of research into actionable insights within weeks.

## Constellation Brands

A leading producer and marketer of beer, wine, and spirits, known globally for household names such as *Corona*, *Modelo*, *Pacifico*, and *Kim Crawford*. With operations across North America and a growing emphasis on innovation, the company is shifting from operational excellence toward proactive R&D across product lines.



**Luis Barojas, Packaging R&D Manager for the Beer Division, is responsible for top-line innovation initiatives — bridging marketing and innovation.**

## Client Challenge

When Luis stepped into his role, Constellation Brands was undergoing a strategic shift — from executing supplier-driven operations to becoming an innovation-led organization. The company's packaging R&D team faced several challenges:



### Supplier Dependence

Heavy reliance on external partners restricted visibility into new materials, technologies, and emerging processes.



### Learning Pressure

The need to quickly build capabilities without expanding internal R&D created urgency for efficient knowledge acquisition.



### Expertise Gap

Limited internal knowledge in fiber-based and sustainable packaging technologies hindered innovation and execution.

## Our Approach

Constellation Brands partnered with Lux Research to gain rapid access to expert insight and market intelligence. An example of an area the team saw immediate value was across a range of packaging-related innovation areas. Lux supported the team by:



**Mapping the packaging landscape:** Providing a comprehensive view of trends in fiber-based packaging, alternative materials, coatings, and sustainability drivers.



**Condensing time to insight:** What would have taken 6–12 months of internal investigation was reduced to a matter of weeks with Lux's analyst-driven support.



**Guiding supplier conversations:** With Lux's insight, Constellation could engage suppliers with more technical fluency, accelerating negotiations and pushing for innovation.



**Enabling faster go/no-go decisions:** Research helped the team quickly determine which opportunities were not technically or commercially viable, avoiding wasted cycles.



**Extending beyond packaging:** Luis also accessed Lux's expertise in artificial intelligence and alternative processing technologies, enabling cross-functional knowledge transfer within the R&D group.

*“It was like having a full-time research team embedded in our company. Lux condensed months or even years of research into weeks — without needing to hire a subject matter expert for each topic.”*

— Luis Barojas, Packaging R&D Manager

## The Benefit

Through collaboration with Lux, Constellation Brands realized significant strategic and operational benefits:



### Scalable Intelligence

Applied Lux's expertise across packaging, sustainability, AI, and innovation processes — enhancing ROI across multiple projects.



### Resource Efficiency

Avoided the need to hire multiple, experienced subject-matter experts across niche areas — leveraging Lux's flexible access model instead.



### Competitive Edge

Elevated supplier relationships and internal alignment by leading technical conversations based on Lux's independent, third-party intelligence.



### Faster, Informed Decisions

Empowered Luis and his team to say “yes” or “no” to innovation pathways faster, with confidence and clarity.



### Time Saved

Regularly reduced 6+ months of internal research to weeks, and years of supplier negotiations to months with Lux's insights.

*“Lux is intelligence. They give us the insights we need to make decisions and the confidence to move faster.”*

— Luis Barojas, Packaging R&D Manager



#### VISIT

[www.luxresearchinc.com](http://www.luxresearchinc.com)



#### READ

[www.luxresearchinc.com/blog/](http://www.luxresearchinc.com/blog/)



#### CONNECT

[www.linkedin.com/company/lux-research](http://www.linkedin.com/company/lux-research)



#### FOLLOW

@LuxResearch



#### CONTACT

[questions@luxresearchinc.com](mailto:questions@luxresearchinc.com)



INSPIRE  
ILLUMINATE  
IGNITE