

Data Sheet:

Developing a Food Product

Date: _____ Class Period: ____ Instructor: _____

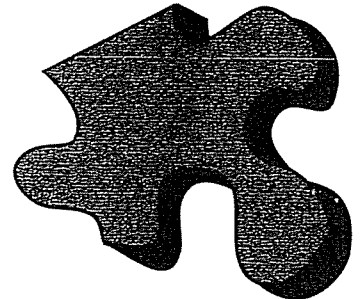
Development Team: _____

Instructions:

The purpose of this project is to provide an experience similar to the planning meeting you saw in the video, "In Good Taste . . ." You will be part of a food science product development team responsible for developing a new product or improving an existing one. Use this sheet as a checklist to record data from your team's product development sessions and as a guide for information your team will present to your company's "management." You will want to include both food scientists and technicians on your team and assign each team member an area to research and consider in the product's development.

Areas requiring investigation include:

- testing
- production
- processing
- evaluation
- packaging
- preparation
- use of the food
- advertising
- sales
- identification of target consumer
- identification of products
- product marketability



Tips:

Design a method of recording the data generated from your staff meetings. When making your presentation to "management," use visuals and other support materials to sell your idea. Use the library, computer and science labs, art department, or any other resource to generate the necessary materials to make your presentation interesting and thorough.

- 1) Company name: _____
- 2) Product: _____
- 3) Product category: _____
- 4) Product name: _____
- 5) Consumer or industrial use? _____
- 6) Brief description of product: _____
- 7) Target consumer: _____
- 8) Why should the company develop this product? _____

- 9) Will there be equipment design modifications or expenditures required to manufacture this product? Include estimated cost. _____
- 10) Are there competitors making a similar product? If so, list: _____

- 11) Testing procedures planned: _____
- 12) Recommended packaging material (provide sample): _____
- 13) Mock-up of sample package design provided? Yes No
- 14) Advertising slogan/campaign theme: _____
- 15) How will this product be positioned to the consumer? _____
- 16) Estimated length of development time: _____
- 17) Can we piggy-back this new product with another product? If so, which one? _____



(This section to be completed by management.)

Follow-up information requested: _____

Management recommendation: _____ Proceed with development _____ Scrap idea
 _____ Hold for future use _____ Research further

