

# FOOD PRODUCT DEVELOPMENT

# WHY?



Food Product  
Development

# AN INTRODUCTION

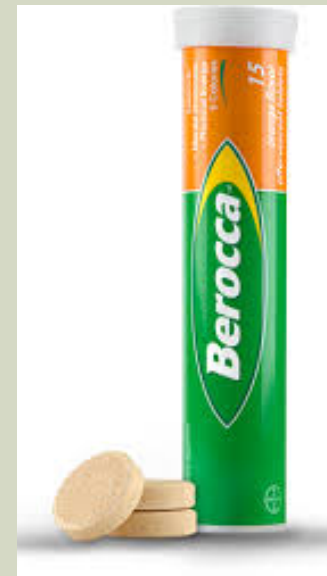
Food Product Development is a continuous process that is driven by consumer demand and market trends. An ever increasing array of food products are available in the marketplace as a result of food product innovation. Students will examine the reasons for developing food products and the impact of past and present food product innovations on society as well as explore the processes in food product development. Students will develop, produce and evaluate a food product.



# TYPES OF FOOD PRODUCT DEVELOPMENT

## 1. New to the World Products

New to the World (also known as; innovative products) are completely new ideas that have not existed previously.



# FACTS

- There are a large number of new products offered to retailers each year.
- An introduction of a new product leads to another product becoming discontinued.
- Only a small portion of products are considered 'new to the world'.
- 75% of new products are considered to be failures.



# TYPES OF FOOD PRODUCT DEVELOPMENT

## 2. Line Extensions

- Using an established product's brand name to launch a new, slightly difference item to the same product category.
- This new product may have a difference in colour, quantity, flavour, quality, size, nutritional content or type.
- A company needs to establish customer recognition of brand name to be successful with line extensions.



# TYPES OF FOOD PRODUCT DEVELOPMENT

## ■ 3. Me Too Products

- Me Too or Copy Cat products are products that are very similar to those manufactured by other companies and already on the market.

