

Groups of 3 – 8 GROUPS

1 PERSON: Raspberry m&m's

1. What type of new food product is this? Explain.
2. Describe the flavour, aroma, texture.
3. Who does this product appeal to? Why?
4. What need does this product meet?
5. Identify TWO products on the market that would compete with this one?



1 PERSON: Crackers

1. What type of new food product is this? Explain.
2. Describe the flavour, aroma, texture.
3. Who does this product appeal to? Why?
4. What need does this product meet?
5. Identify TWO products on the market that would compete with this one?



1 PERSON: Sipaah Straws

1. What type of new food product is this? Explain.
2. Describe the flavour, aroma, texture.
3. Who does this product appeal to? Why?
4. What need does this product meet?
5. Identify TWO products on the market that would compete with this one?

