



BULLSEYE
FOOD
MARKETING

Bullseye Food Marketing Ltd,
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Course: New Food Product Development (NPD)

Duration:

1 day

Who Should Attend:

Owner-managers/directors of start-up and established food businesses/agri-food businesses, artisan producers, food process engineers, retailers and caterers who wish to launch their own food products etc.

Description:

Our New Food Product Development course has been carefully structured to take participants through a tried and trusted step-by-step NPD process.

The course includes practical sessions highlighting the success factors that are crucial for developing a new food product.

We also outline the fundamental methods of reviewing and sampling new and innovative food products, as well as looking at budgetary issues and the importance of packaging.

Topics:

- Why develop new products?
- New Product Development Process techniques
- Current food trends and innovations in the Irish marketplace
- The importance of market research and how to generate new product ideas
- Food Quality and nutritional issues
- Food microbiological safety issues
- Intellectual property and legal food label requirements
- Food Packaging and food labelling
- The importance of correctly costing a new product
- Factors driving new food product innovation
- Changing food markets and consumer trends
- Brainstorming new food product ideas / New product idea generation techniques
- Why do some new products fail?
- The reasons why some new products succeed
- Initial product investigation and screening
- Detailed product investigation
- Business case decision
- Full new product development & investment

- Research, testing, & validation of the new product
- Full product launch
- Post launch monitoring and review
- Protecting the new product & brand mark
- Managing the new product launch