



Food Manufacture

# Product Development and Design

## Lesson 1

Comprehend the process of the product development and design in food manufacture by completing this course.





# Learning Objectives

- State the key aspects of the NPD department
- Define who the NPD team consist of
- Summarise reasons for the development of a product
- Identify the NPD process steps and their function





# Learning Objectives

- Describe process development within NPD
- Explain the importance of testing during an NPD trial
- Describe what testing is performed during an NPD trial







# Learning Objectives

- Understand the role of marketing and launching a product
- Recognise the role of the product specification
- List the key features of a product specification





In a food factory the department responsible for product development and design is called the New Product Development (NPD) department.

This department usually consists of a new product development kitchen where ideas can be created





**A food factory has product design and development procedures which make sure safe and legal products are produced when there are any new products developed or any changes are made to existing products.**





An NPD team consists of NPD technologists and NPD chefs. An NPD chef develops ideas in the development kitchen and an NPD technologist uses the ideas and produces the product in a factory environment.





A member of the NPD team will have knowledge of the following areas:

- Ingredients and products
- Processing techniques
- Packaging materials
- Legislation
- Company procedures and systems
- Consumer/customer demands and preferences







## Some of the most common reasons for the development of a product are:

- To create and implement a product to fill a gap in the market
- To develop new concepts in line with customer briefs
- To follow any trends in the market e.g. health benefits
- Recipe development to improve products
- To replace existing ingredients no longer available or fit for use
- To develop products/recipes that make use of new equipment and machinery



The NPD team have a number of job roles such as:

- NPD chefs to produce recipe samples in the NPD kitchen for presentation
- Attend customer presentations
- Attend product launches
- Produce NPD samples deliver or present to potential customers
- Develop and implement NPD products in the kitchen and factory
- Run factory trials on products
- Ensure all product testing of new products are completed





The NPD team have regular meetings with other members of the factory such as the technical, quality and process operations departments to ensure the development of a product can run as smoothly as possible.





# Revision Activity 1

**Name three areas that a member of the NPD team should have knowledge of?**