

Task description:**DEVELOPING A NEW FOOD PRODUCT**

You are required to design and produce a new food product. For this task you will be required to

1. design and produce (cook) a food product
2. present a folio that documents the development of your product using the steps in the design process. This will include an evaluation of your product, a plan for a suitable package and a promotional strategy for your product.

You will need to read the **design brief** on the following page and then complete each section of the Design Process. You can present your responses, to the design process, in the booklet provided OR use the booklet as a draft for your folio documentation. Negotiate the presentation of your folio with your teacher.

**DESIGN PROCESS:****Step 1: Design brief:**

You are to develop a new product that is a type of muffin, cake or biscuit, it can be either sweet or savoury. Your product maybe totally original '**new to the world**' or be a '**me too**' design or **line extension**. You will need to decide the **target market** that your product will be aimed at, develop a recipe and make a prototype in class (Week 9). You will also need to plan draw and label a package for your new product. A sensory evaluation will then be carried out on your final product.(Due week 10)

'new to the world' _____

'me too' _____

line extension _____

target market _____

Step 4: Ideas:

Explore sources of inspiration such as the internet, recipe books, and discussions with other people. Visit the supermarket and look at similar products on the shelf.

From this generate at least **three different ideas** that may be suitable to the design brief. **Sketch these in detail using coloured pencils and clear labels. Add in as much details as possible. You can use graphics programs here if you would like.**

SKETCH YOUR 3 IDEAS FOR A NEW FOOD PRODUCT IN THE SPACES BELOW:

Idea 1

Suitable for _____ target market.

Idea 2

Suitable for _____ target market.

Idea 3

Suitable for _____ target market.

5. Production: Recipe development

You are to find a basic recipe that you can use for the development of your product.

Basic Recipe:

In the space below outline the modifications made to the recipe for your food product.

Modified recipe:

6. Manufacture:

This step of the process will be done in class during Week 9. You can practice your recipe at home as many times as you like.

You will cook your product during the practical lesson in Week 9 : _____

7. Packaging:

The success of a product also depends largely on the type of packaging used. For this task you are to plan, sketch and label a package that would be suitable for your new food product. Don't forget to make sure all the legal requirements are met with your packaging. You can use the space below to sketch and label your package.

9. Promotion:

Products that are new to consumers must be promoted in order for the public to be aware of their existence. This involves formulating a marketing plan for the product based on the 4P's.

Product _____

Price _____

Place _____

Promotion _____

In relation to your product answer the following questions:

- a. Describe the **product** : _____
- b. The **price**: Setting the right price is important for establishing the correct image for the product. Cost your product using the following prices for basic ingredients. Then add in the extra ingredients you used to make your product different.

- Flour:
- Sugar:
- Milk:
- Butter:

Costing			
Ingredient	Quantity	Unit Cost	Total Cost

3. Promotion: Promotion is extremely crucial to the success of a product. Promotion can take many forms:

Develop a **radio jingle** or a **magazine advertisement** for your product. It can be attached to the space below.

4. **Place:** Where a product is placed is crucial to its success. It needs to be where the target market will see it and hopefully buy it.

Where would you plan to sell your product EG: markets, major shopping retailer, boutique store etc

Is this suitable for the target market? Why?

Task Marking Scale

TASK	MARK
Research:	10
Ideas Development:	15
Final Idea and justification:	5
Production: Recipe Development:	10
Production- make product prototype:	20
Production- packaging	10
Evaluation - conduct a sensory evaluation	5
Evaluation - of testing results/ feedback	5
Promotion - application of the 4 P's	10
Promotion - radio jingle or magazine advertisement	10
Total	100

Marking Criteria

Mark Range	Criteria
86 - 100	<ul style="list-style-type: none"> • Provides extensive evidence of use of design process to design, produce and evaluate new food product. • Provides outstanding knowledge & understanding of the product attributes and relationship to specific target markets. • Provides outstanding knowledge & understanding of food product development, expertly documented in folio format. • Produces an outstanding food product suited to a specific target market.
71 - 85	<ul style="list-style-type: none"> • Provides high level of evidence of use of design process to design, produce and evaluate new food product. • Provides a high level of knowledge & understanding of the product attributes and relationship to specific target markets. • Provides a high level of knowledge & understanding of food product development, accurately documented in folio format. • Produces an outstanding food product suited to a specific target market.
56 - 70	<ul style="list-style-type: none"> • Provides sound evidence of use of design process to design, produce and evaluate new food product. • Provides sound knowledge & understanding of the product attributes and relationship to specific target markets. • Provides sound knowledge & understanding of food product development, expertly documented in folio format. • Produces a sound food product suited to a specific target market.
40 - 55	<ul style="list-style-type: none"> • Provides basic evidence of use of design process to design, produce and evaluate new food product. • Provides basic knowledge & understanding of the product attributes and relationship to specific target markets. • Provides basic knowledge & understanding of food product development, expertly documented in folio format. • Produces a basic food product suited to a specific target market.
39 - 0	<ul style="list-style-type: none"> • Provides limited evidence of use of design process to design, produce and evaluate new food product. • Provides limited knowledge & understanding of the product attributes and relationship to specific target markets. • Provides limited knowledge & understanding of food product development, expertly documented in folio format. • Produces a simple food product suited to a specific target market.