



Food Product Development: Based on Experience (IFT Basic Symposium)

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Improve your product development success ratio!

This IFT Basic Symposium is the collective work of a team of seasoned food industry consultants whose experiences and observations provide a "how to" guide of successful product and process development. Their information-packed presentations will deepen and broaden the food technologist's knowledge of food product development to the sphere beyond the laboratory.

Authors address the following key components of product development: Managing the Product Development Process, Consumer & Market Research, Making It Happen, Cost & Pricing

A case study and several short case history lessons illuminate product development from perspectives that include consumer and marketing needs, manufacturing ramifications, communication issues, food safety systems, shelf life techniques, and distribution elements.

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