

TOP 10 TRENDS

Background

In 2006, almost 105,000 new food and drink products were launched globally (Rowan 2007). That's around 300 for every day of the year! It is estimated, however, that only 5%, or about 5,250, will succeed.

There are several general categories of new products:

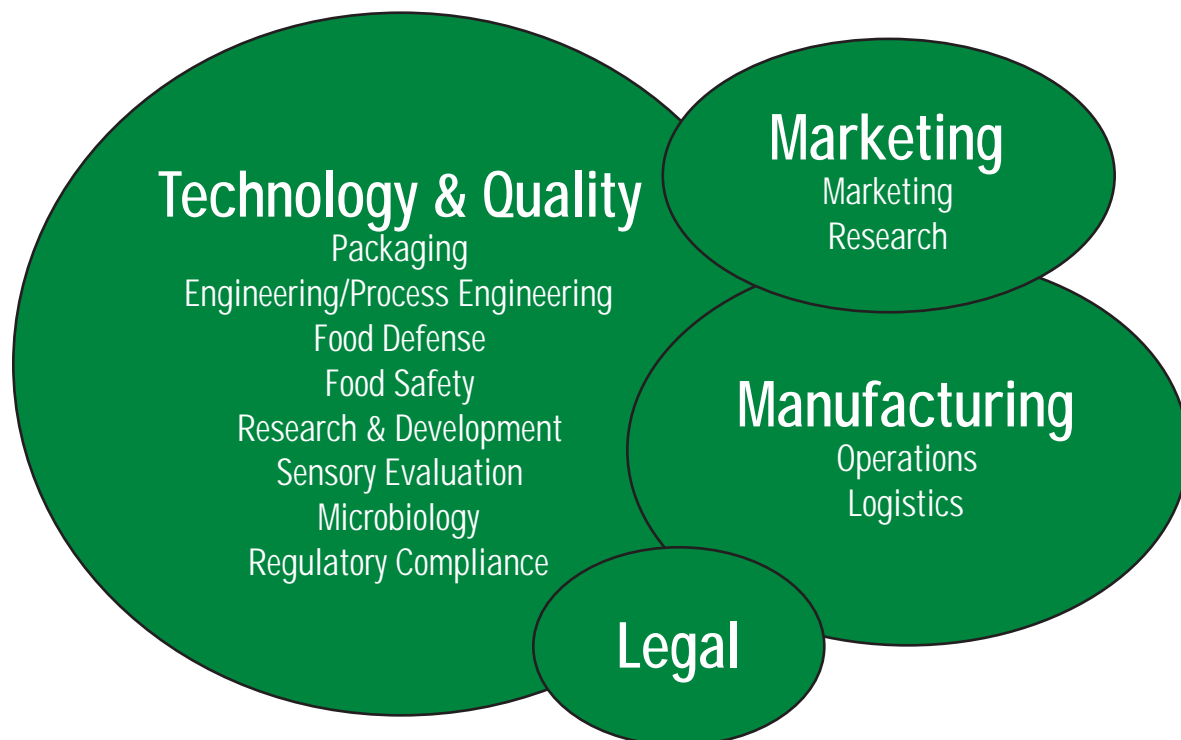
- Completely new (a.k.a. Blue Sky beverages)
- Line extensions of current products
- Same product, but repositioned for a new target market
- Improvements of current products

So, how does a successful new product get created? It takes a **product development team** and several **key steps** to create a successful new product.



Product Development Team

The product development team is comprised of specialists in all areas of the food business (see the figure below). All of the team members are involved throughout the project, but the level of activity varies depending on the function and the development phase (Rudolph 1995).



Product Development Process

In general, there are three phases of product development (Brody and Lord 2000):

- Phase I: Product definition
- Phase II: Product implementation
- Phase III: Product introduction

To be successful, the product definition should meet a true consumer need/want, the formula implemented should be well liked by the consumer and of high quality, and the product should be introduced with a marketing plan that ties together the product concept with the lifestyle and needs/wants of the target consumer. See the figure below for some key milestones of the process.

Developing a successful new product can take months to years, and the process does not end once the product is launched. Depending on the feedback from customers and the manufacturing facility, the formula of a new product may need to be modified to improve the quality or the productivity (cost and yield). The marketing strategy may also need to be modified depending on how the product is received in the marketplace. If a completely new product is launched and it is successful, line extensions (e.g., different flavors) may be added to the product portfolio. Either way, developing a new product is fun and exciting, and certainly never boring!

The product development team must keep up with changing consumer needs/wants, competitors, and new ingredient technology.

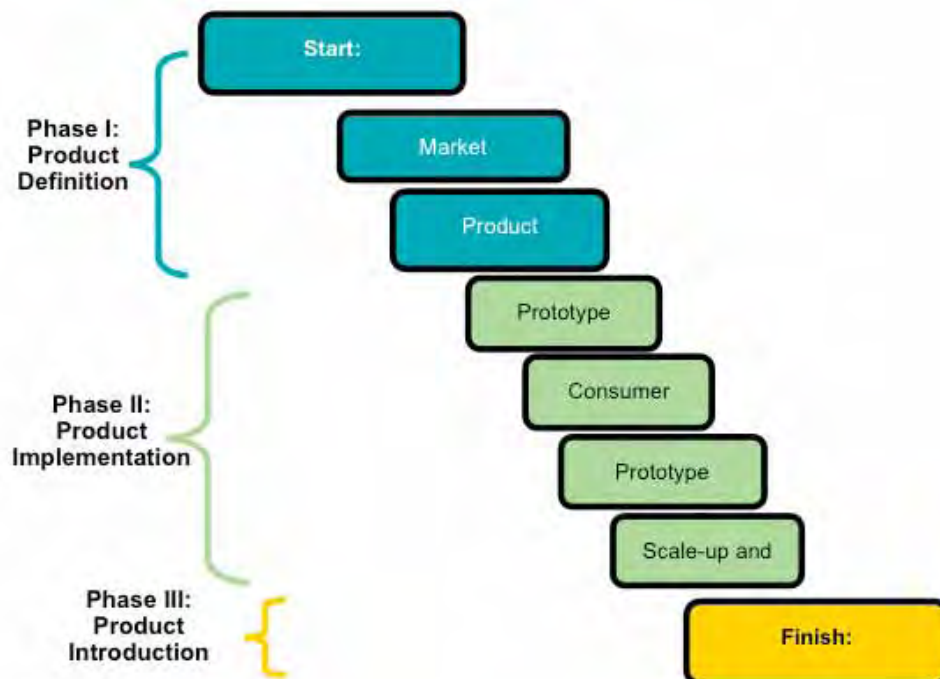
References

Brody, AL and Lord, JB. 2000. Developing new food products for a changing marketplace. Lancaster: Technomic Publishing Co., Inc. 496 pgs.

Rowan, C. 2007. Record-Breaking Number of New Products Flood Global CPG Shelves. Mintel International Group Ltd. [Accessed on June 11, 2007; Published on January 23, 2007] http://www.mintel.com/press_release.php?id=254053

Rudolph, J. 1995. The food product development process. *British Food Journal* 97(3): 3-11.

Sloan, AE. 2007. Top 10 food trends. *Food Technology* 61(4): 23-35.



TOP 10 TRENDS

Administrator's Guide

Grade levels: 8-12

Estimated Preparation Time: None

Estimated Activity Time: 1 class period (45 minutes to 1 hour)

Standard Addressed: Content Standard E (Understandings about Science and Technology)

- Creativity, imagination, and a good knowledge base are all required in the work of science and engineering.
- Science and technology are pursued for different purposes. Scientific inquiry is driven by the desire to understand the natural world, and technological design is driven by the need to meet human needs and solve human problems. Technology, by its nature, has a more direct effect on society than science because its purpose is to solve human problems, help humans adapt, and fulfill human aspirations. Technological solutions may create new problems. Science, by its nature, answers questions that may or may not directly influence humans. Sometimes scientific advances challenge people's beliefs and practical explanations concerning various aspects of the world.

Reference:

Sloan, AE. 2007. Top 10 food trends. *Food Technology* 61(4): 23-35.

Objectives:

- To introduce product development to students

Materials:

- Large paper (approx. 23" X 20" preferably, with a sticky back to display on the walls)
- Markers in a variety of colors

Procedures:

1. Discuss the meaning of the Top 10 Food Trends of 2007:
 - Eating in (prepared meals, meal kits)
 - Premium, gourmet, and exotic food
 - Single-serve pre-made meals
 - Food with texture, crispness, and crunch
 - Food for kids
 - Low-calorie, lactose-free, gluten-free, and/or low-fat
 - Locally grown/organic/fair trade produce
 - Functional foods (with added health benefits, e.g., with Omega-3 fatty acids, etc.)
 - Beverages
 - Snacks
2. Ask students to create a new product that meets one of the Top 10 Food Trends.
3. Have them create a poster with the following information:
 - Product name
 - Product picture
 - Target market
 - Description of the product, including package type (e.g., can, glass bottle, pouch) and serving size (e.g., single or multi-serve)
 - Ingredients
 - Shelf-life
4. Have each team present their concept to the class.
5. Score each poster (optional: have students rate purchase intent).



Score the posters using the following sheet:

| <i>Team Name:</i> | | | |
|---|------------------------|----------------------|-----------------|
| <i>Judging Criteria</i> | <i>Points Possible</i> | <i>Points Earned</i> | <i>Comments</i> |
| <p><i>Product Name:</i> Is it descriptive? Is it new?</p> | 10 | | |
| <p><i>Product Picture:</i> Is it descriptive? Is it new?</p> | 10 | | |
| <p><i>Target Market:</i> Is the target market well defined? (e.g., Did the team give an age range and gender?)</p> | 20 | | |
| <p><i>Product Description:</i> Is it appealing? Is it new? Does it include the package type and serving size? Do the package type and serving size match the target group?</p> | 20 | | |
| <p><i>Ingredients:</i> Does the ingredient list match the product description?</p> | 20 | | |
| <p><i>Shelf-Life:</i> Is the shelf-life realistic?</p> | 10 | | |
| <p><i>Questions:</i> Did they answer the questions completely?</p> | 10 | | |
| <i>Total Score</i> | | 100 | |

Product Name: _____

Indicate with an "X" the likelihood that you would purchase this product.

Very unlikely to purchase

Very likely to purchase

CUT

Product Name: _____

Indicate with an "X" the likelihood that you would purchase this product.

Very unlikely to purchase

Very likely to purchase

TOP 10 TRENDS

Student Handout

Background:

In 2006, almost 105,000 new food and drink products were launched globally. Only about 5% of these products will succeed. To develop a successful product, it is important to think about:

- What are some trends in consumer behavior and product purchasing?
- What is already on the market and what isn't?
- What is your target market?
- What is their gender?
- What is their age?
- What does the target market like and dislike?
- What are some trends in flavor?

Objective: To learn how ideas for new products are generated



Procedures:

1. Your task is to develop a new food product that meets one of the Top 10 Food Trends from 2007. They are:

- Eating in (prepared meals, meal kits)
- Premium, gourmet, and exotic food
- Single-serve pre-made meals
- Food with texture, crispness, and crunch
- Food for kids
- Low-calorie, lactose-free, gluten-free, and/or low-fat
- Locally grown/organic/fair trade produce
- Functional foods (with added health benefits, e.g., with Omega-3 fatty acids, etc.)
- Beverages
- Snacks

2. Once your team has thought of a new product idea, create a poster with the following information:

- Product name
- Product picture
- Target market
- Description of the product, including package type (e.g., can, glass bottle, pouch in box) and serving size (e.g., single or multi-serve)
- Ingredients
- Shelf-life

