

Introduction:

In this culinary arts business concept, the author will propose a new dairy-based product which will target a millennial marketplace.

To achieve this the author will firstly review the process of innovation and creativity in food marketplaces and then critically review models of new product development pertaining to food. From this an adapted model suitable to the scope of this concept will be proposed. The author will then demonstrate how the characteristics of this new product take advantage of new trends in the millennial food marketplace. Finally, following the development model proposed, the author will collect primary data through a sensory evaluation of the target market and through critical analysis of the data will propose further refinements which seek to make the product more commercial.



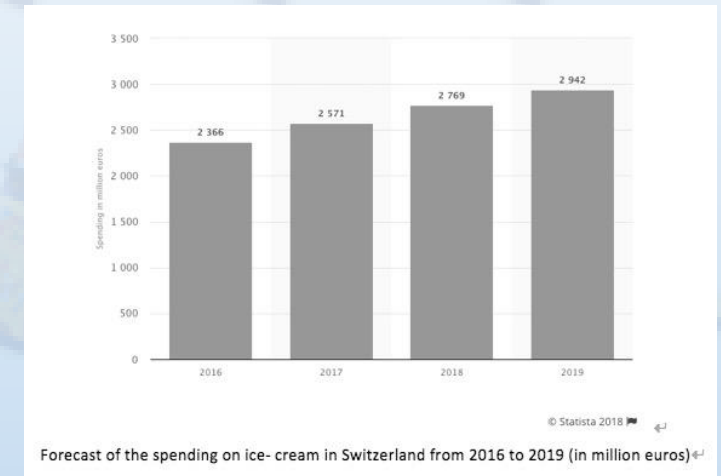
Objectives:

- to critically review secondary literature on food entrepreneurship and new food product development providing justification for the new food product;
- to produce a market ready version of this product and collect target market feedback on its viability; and
- to evaluate secondary and primary research and provide recommendations to further enhance the commercialization of the product.

A Theoretical and Practical Development of a New Food Product: From Inception to Implementation - Popping Candy Ice-cream

Sophie ZHANG 309508

Ice-creams



Aims:

To justify, research, and evaluate a new dairy product that could be successfully launched within the millennial marketplace.



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