

Food Product Development Scenario

Food Science and Technology Career Development Event 2014

Memorandum

TO: Product Development Group

FROM: Marketing Research and Business Development

SUBJECT: Frozen Condiment for Food Service

Food service establishments have been raising the bar when it comes to condiments. Many food service establishments are wanting a trendy new condiment that will add a unique and iconic taste to their restaurants. Research has shown that Americans favor a **sweet and spicy** combination. Therefore, we are wanting to formulate a **habanero mango salsa** for food service. Food retail establishments want to provide products that are in demand by their customers, but storage as well as product cost are also important aspects that must be considered. The ability to purchase a well-developed, delicious condiment that targets the trendy demand of the food service establishments should be the target for retail establishments.

The challenge is to create a **freezable condiment** for food service as part of a demand from popular culture. Keep in mind that food service establishments serve a large number of people on a daily basis, which will require an easily transported and stored condiment. The condiment will need to be stored in **bulk** (25 lbs) for several days to weeks. You must be prepared to **defend** all aspects of your condiment and how your product sufficiently meets their expectations. Consider this: if a food service establishment were to provide a habanero mango salsa product, what would be an appropriate recipe that would appeal to the varying audience that restaurants serve? Please consider flavor and palatability of when designing your product.

General concerns associated with condiment food products:

1. Palatability
2. Shelf-life
3. Cost
4. Storage

These problems are mainly associated with the product formulation. Consider this when developing your product.

Given this scenario you should: **(These activities are to be done as a team)**

1. Develop a frozen condiment that is marketed towards food service establishments as a habanero mango salsa product.
2. Consider a serving size to be 3 oz.
3. Create a front display (Label) and a mock package (container) on the poster board available.

4. Create a nutritional panel and an ingredient statement on the poster board provided. The nutritional panel should contain all of the relevant information. A spreadsheet of ingredient information is included in this packet.