

MODULE DOCUMENTATION

Theory of New Food Product

Development

HOSP07068

Mandatory

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Full Title	Theory of New Food Product Development		
Status	Uploaded to Banner	Start Term	2020
NFQ Level	07	ECTS Credits	05
Module Code	HOSP07068	Duration	Semester - (13 Weeks)
Grading Mode	Numeric	Department	Culinary Arts
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Co Authors	Richard Nielsen		

Module Description

This module is an interdisciplinary module focussing on the analysis of complex food product development theories, concepts and techniques. This module provides graduates with an opportunity to critically analyse innovative food product concepts for an ever evolving market place.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Critically evaluate the role of product development to the food sector
2. Appraise food trend data from a variety of sources to identify potential market opportunities
3. Explore the conceptual steps in the new food product development process

Indicative Syllabus

- 1 Role and Process of Product Development (20%)
 - Reasons for product development
 - Commercial success of new products
 - Product life-cycle and pricing strategies for new products
- 2 Identifying Market Opportunities (20%)
 - Consumer and Food Trends
 - Gap Analysis
- 3 Managing the Food Product development process (60%)
 - Concept strategy
 - Brainstorming and idea generation
 - Product design and USP
 - Recipe Specification
 - Minimum Durability
 - Cost and Price
 - Packaging, labelling and merchandising
 - Consumer preference test

Teaching and Learning Strategy

Students will simulate the multidisciplinary nature of food product development to evaluate existing products and to identify ideas for innovative new food concepts. The module will consist of lectures and tutorial. Industry site visits, trade fairs and guest speaker, will also be an integral part of the module.

Assessment Strategy

Written report and project presentations:

- Food product trend and market report (30%)
- Report documenting the development process (70%)

Repeat Assessment Strategies

The repeat assessment for this module consists of resubmission of the report(s)

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Written Report	Project	70 %	End of Semester	1,2,3
Written Report	Report	30 %	TBA	1,2,3

Full Time Delivery Mode Average Weekly Workload:			3.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Lecture	Lecture	Flat Classroom	2	Weekly	2.00
Tutorial	Tutorial	Computer Laboratory	1	Weekly	1.00

Literary Resources

Commission Regulation (EC) No 2073/2005 on microbiological criteria for food stuffs
 Commission Regulation (EC) No 1169/2011 on Provision of Food Information to Consumers
 Commission Regulation (EC) No 178/2002 on General Principles of food law, establishing the European Food Safety Authority, and laying down procedures in matters of food safety.
 Dept. of Agriculture and Food., Market led New Product development in the Food and Drink Industry, Food Agency Co-op Council, 2003
 FSAI, Guidance Note 10, Product Recall and Traceability, amended September 2013
 FSAI, Guidance note 18, Validation of Product Shelf life, Revision 1 amended October 2011
 FSAI, Guidance note 20, Industrial processing of Heat -Chill Foods, amended September 2006
 FSAI, Guidance note 26, Guidance for food business operators on the implementation of Commission Regulation (EC) No 2073/2005 on Microbiological Criteria for Foodstuffs, as amended November 2011
 Health Protection Agency, (2009) Guidelines for Assessing the Microbiological Safety of Ready to eat foods placed on the market. HPA, London.
 Food Safety Authority of Ireland 2014 The Labelling of Food in Ireland 2014 Food in Ireland 1-904465-52-8
 D. Inwood and J. Hammond, Product development [ISBN: 0 7494 1004 3] Moskowitz, H.R et al 2009, An Integrated Approach to Product Development , CRC press USA Lynch, F.T 2010, Note the most recently published text will apply

Online Resources

Bord BIA <http://www.bordbia.ie/>
 Food Industry trends <http://www.foodmanufacture.co.uk/>
 Food Navigator Europe <http://www.foodnavigator.com/>
 Food Safety Authority of Ireland <http://www.fsai.ie/>
 Food Watching [http:// foodwatchingonline.co.uk/login](http://foodwatchingonline.co.uk/login)
 Phil Lembret Supermarket guru <http://www.supermarketguru.com/> Food Product Design <http://www.foodproductdesign.com> Grocer Today <http://www.grocertoday.co.uk> NPD Food World: <http://www.npdfoodworld.com> Packaging magazine <http://www.packagingmagazine.co.uk>
 World of Food Ingredients <http://www.foodingredientsfirst.com> British Nutrition <http://www.explorefood.co.uk>

Other Resources

Aaron L. Brody 2001 Active Packaging for Food Applications CRC Press
 ISBN-10 1587160455 ISBN-13 9781587160455

Gordon W. Fuller 2004 New Food Product Development: From Concept to Marketplace, Second Edition (CRC Series in Contemporary Food Science) CRC Press
ISBN-10 0849316731 ISBN-13 9780849316739

Howard R. Moskowitz 2009 Packaging Research in Food Product Design and Development Wiley-Blackwell
ISBN-10 0813812224 ISBN-13 9780813812229

Gordon L. Robertson 2005 Food Packaging: Principles and Practice, Second Edition (Food Science and Technology (CRC Press)) CRC Press
ISBN-10 0849337755 ISBN-13 9780849337758

Robert L. Shewfelt 2009 Introducing Food Science CRC Press
ISBN-10 1587160285 ISBN-13 9781587160288

Anna V.A. Resurreccion 1998 Consumer Sensory Testing For Product Development (Chapman & Hall Food Science Book) Springer
ISBN-10 0834212099 ISBN-13 9780834212091

Morten C. Meilgaard 2006 Sensory Evaluation Techniques, Fourth Edition CRC Press
ISBN-10 0849338395 ISBN-13 9780849338397

2007 Developing New Food Products for a Changing Marketplace, Second Edition CRC Press
ISBN-10 0849328330 ISBN-13 9780849328336

2007 Consumer-Led Food Product Development (Woodhead Publishing Series in Food Science, Technology and Nutrition) Woodhead Publishing
ISBN-10 1845690729 ISBN-13 9781845690724

Programme Membership

GA_OCGSG_B07 202000 Bachelor of Arts in Culinary and Gastronomic Sciences
GA_OCGSG_H08 202000 Bachelor of Arts (Honours) in Culinary and Gastronomic Sciences