

“Great value course - gives you essential information to develop new products”

New Food Product Development Training Workshop – 2 days

Date: 29th February and 6th March , 2012
Time: 9.30 am – 4.30 pm
Venue: Otley College, Otley, Ipswich, Suffolk
Course Tutor: Carolyn Leggett

Benefits of Attendance: This course will give you a very clear picture of what is involved in launching a new food product. When you finish the course, you will have a step by step guide and practical plan to put into action.

Topics to be covered:

- FIRST STEPS – HOW TO AVOID COSTLY MISTAKES
- RECIPE DEVELOPMENT & COSTINGS MODULE (IS IT COST EFFECTIVE/MARGINS?)
- UNDERSTAND PRODUCT EVALUATION, TO INCLUDE SHELF LIFE TESTING
- UNDERSTAND THE PRINCIPLES OF A FOOD SAFETY MANAGEMENT SYSTEM TO INCLUDE PREPARING A HACCP FLOW CHART, LEGISLATIVE REQUIREMENTS AND LABELLING INFORMATION
- CONSIDER PACKAGING REQUIREMENTS INCLUDING LOGISTICS, RETAILER REQUIREMENTS AND BAR-CODING
- LEARN ABOUT MANUFACTURING TECHNIQUES, INCLUDING DESIGN OF PREMISES AND PRODUCT STORAGE AND TRANSPORTATION
- LAUNCHING THE PRODUCT - UNDERSTAND BRAND MANAGEMENT, DESIGN A LAUNCH PROMOTION AND MONITOR SALES

About the Tutor: Carolyn is a Microbiologist with specialist knowledge in Food & Drink Manufacturing. Carolyn also managed the Food Centre at Otley College prior to starting her own business as a food consultant. She has worked with many speciality food businesses assisting them in product development through to successful launch. Carolyn’s extensive knowledge will be invaluable for this course and her delivery of the course will be interactive and informative.

Cost: £87 + VAT for 2 days (including lunch)

To Book your place on the course contact: dawn@tastesofanglia.com Tel 01473 785883
Tastes of Anglia, Burnt House Farm, Witnesham, Ipswich IP6 0QY

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