

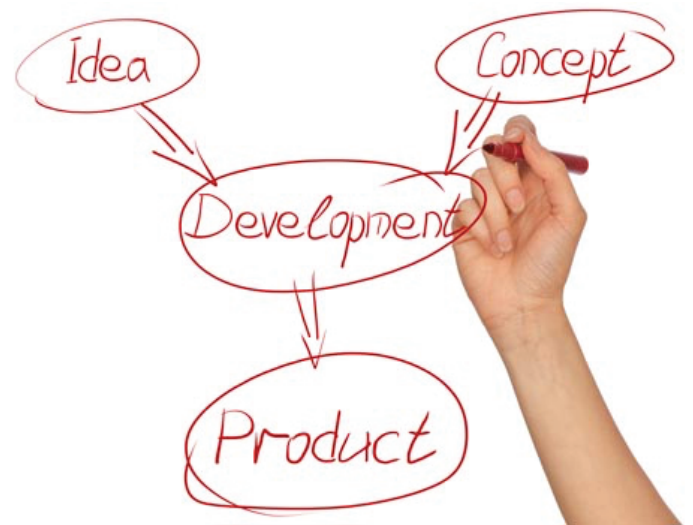
PRODUCT DEVELOPMENT

Product development will reach new dimensions of consumer satisfaction in 2018 through to 2020. The reasons and the logic is simple consumers meal planning experiences have become diversified with new tastes and flavor profiles driven by; cultural, regional, and ethnic heritage choices.

Not only has taste and flavor profiles changed, but also now the food destinations have multiplied. Retail FoodService encompasses a wide array. From convenience stores who are adding foodservice capilites at a double digit growth rate for the past 5 years.

In order for some manufacturers and operators to keep pace, they are now integrated chefs into theri staffing strategy, some at each location, some from a community facility and some manufacturers and operators have already developed “full fledged” culinary centers. Tyson, Perdue, Kroger, and many others are setting standards for both product development and innovation.

The keys to success with product development; match consumer profile with taste and flavor choices, recognize the right equipment to make it work, make sure you have the right chef and utilize excellent market research and market intelligence. As far as innovation, don't become so operationally efficient you lose your credibility



Product development is important to reach new dimensions of consumer satisfaction. You must match consumer profiles with taste and flavor choices amongst other keys for product success.