

# Food Science Contest ANRAD 2023: Product Development Scenario

**Category:** Desserts

**Platform:** Refrigerated

**Market:** Food Service

**Featured Ingredient:** Instant Pudding

In conjunction with the University of Minnesota Crookston Eagle's Nest, Sodexo Food Service Company is looking to include a new refrigerated dessert option for its customers. They are asking Minnesota FFA to propose a new option for this platform intended for the food service market. The idea is to develop a refrigerated, pre-packaged, individual dessert with the featured ingredient of instant Jello pudding. The intended container for sale will be a plastic to-go cup with a lid. The University of Minnesota Crookston is planning to provide these cups to each FFA group for presentation to the Sodexo business leaders. The Eagle's Nest is located on the main campus of the University of Minnesota Crookston and its main customers are UMC employees and students.

**Be prepared to present the following key information:**

- Product name
- Nutrition label and ingredient line
- Cost of producing the product
- Description of packaging and logo
- Description of operations and quality programs needed for launching the product
- Marketing plan to help promote this new product and drive sales

**You will have 60 minutes to complete the following:**

- Develop and make one finished prototype using the ingredients available
- Design a package logo and product nutrition label
- Determine the cost and pricing of your product
- Describe the equipment used to produce the product and provide information about your quality control program
- Design and share a marketing plan
- ***Return your preparation space to its original state*** including cleaning and restocking of any materials used

You will present your product to the Sodexo and UMC business leaders at the end of the cooking hour. Your presentation should last 10 minutes with 5 minutes for questions.