

Department of Food Technology

How to Develop Successful New Products in South Africa. An Introductory Course

Training course offered by Cape Peninsula University of Technology (CPUT) (Department of Food Technology) in partnership with the Agrifood Technology Station. 23–25 June 2015

DAY 1: PROGRAMME – NEW PRODUCT DEVELOPMENT WORKSHOP – 23 June 2015		
8:30	Refreshments & Registration	
9:00	Introduction & Course Objectives Ice Breaker	Prof. Jessy Van Wyk, HoD Food Technology, CPUT Ms. Sydlene Hector, Synorich Solutions
9:20	New products: Definition & Motivation	Prof. Victoria Jideani, Senior Lecturer Food Technology, CPUT
9:50	Phases of New Product Development (NPD)	Ms. Sydlene Hector, Synorich Solutions
10:20	Refreshments	
10:40	The vital role of Consumer Research in NPD	Dr. Karin Blignaut, CMB Consultants
10:55	Current consumer trends (SA & Elsewhere)	Ms. Sydlene Hector, Synorich Solutions
11:35	The idea – Genesis: Interactive session	Prof. Jessy Van Wyk Prof. Victoria Jideani Dr. Maricel Krügel, Lecturer Food Technology, CPUT
12:30	Lunch	
13:15	The NPD Brief	Prof. Jessy Van Wyk
13:30	Ideation – GROUPWORK	ALL
14:15	Packaging the new product: aspects to consider	Mr. Llewellyn Fisher, Lecturer Food Technology, CPUT / Mr. John Byett (Packaging Consultant) (To Be Confirmed)
14:45	Refreshments	
15:00	Costing the New Product	Prof. Victoria Jideani
15:30	Formulation of New Product <ul style="list-style-type: none"> • Recipe selection • Conversion to a formulation (Interactive session) • Requisitioning of ingredients & Equipment 	ALL
16:30	End of Day 1	

DAY 2: PROGRAMME – NEW PRODUCT DEVELOPMENT WORKSHOP – 24 June 2015		
8:30	Refreshments	
9:00	Regulatory considerations during NPD (emphasis on Labelling & Advertising, with practical application)	Ms. Norah-Ann Hayes, SGS
10:00	The importance of Sensory Analysis of New products	Dr. Karin Blignaut, CMB Consultants
10:40	Refreshments	
11:00	Practical Session – Preparation of first prototype	ALL
12:00	Sensory Evaluation of own product	Dr. Karin Blignaut, CMB Consultants ALL
12:30	Lunch	
13:15	Consideration of Quality Assurance aspects	Ms. Karin Carstensen / Ms. Tracy Vogt, Woolworths (To Be Confirmed)
13:45	The importance of addressing Shelf-life requirements	Ms. Sydlene Hector, Synorich Solutions
14:30	Refreshments	
14:45	How to develop Cooking Instructions	Ms. Sydlene Hector, Synorich Solutions
15:15	Practical Session – Reformulation of product Submission of requisition for ingredients and equipment	ALL
16:00	Departure to CPUT Hotel School, Granger Bay (own transport)	ALL
18:00	CSI dinner – an integral part of the course and not to be missed!	ALL
20:00	End of Day 2	

DAY 3: PROGRAMME – NEW PRODUCT DEVELOPMENT WORKSHOP – 25 June 2015		
8:30	Refreshments	
9:00	Overview of Project Milestones for the day	Prof. Jessy Van Wyk, HoD Food Technology, CPUT Ms. Sydlene Hector, Synorich Solutions
9:15	Practical Session: Compilation of label information Description of package: material and format	ALL
10:00	Refreshments	
10:20	Practical Session: Preparation of final product	ALL
11:40	Presentation of final product to a panel	ALL
12:10	Panel feedback, including expert representatives from relevant suppliers	PANEL
12:40	Presentation of Certificates Group photograph	
12:55	Closure	Mr. Larry Dolley, Manager Agrifood Technology Station, CPUT
13:00	Lunch	
13:45	Tour of the Food Technology Facilities (Optional)	Mr. Owen Wilson, Senior Technician, Food Technology, CPUT
14:30	END	