

**Training courses to be offered by Cape Peninsula University of Technology  
(CPUT) (Department of Food Technology) in partnership with the Agrifood Technology Station**

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

**Venue:** Lecture Room 2, Food Technology Building, Bellville  
Campus of CPUT (Directions available on request)

**Dates:** 22 – 24 May 2013

(We have to limit the number of delegates to 25 to ensure individual attention during the practicals)

**Cost:** R 10 000 (ex. VAT)

**Organisers:** Cindy Hunlun ([hunlunc@cput.ac.za](mailto:hunlunc@cput.ac.za)); Jessy Van Wyk ([vanwykj@cput.ac.za](mailto:vanwykj@cput.ac.za) and 0822006876); Sydlene Hector (Synorich).

**Included:**

- A folder with COMPLETE course notes and a text book.
- Morning and afternoon Teas and Coffees, Lunches and a gourmet meal in the form of a “Diagnostic Dinner” – an integral part of the course.

**Course description:**

The course was designed by South Africans experienced in practical new product development (NPD) in and for the food industry. The course will equip delegates with an understanding of the product development process and is tailor-made to suit those new to NPD, whether employed in NPD or related areas. The theory sessions are interspersed with many practical sessions, guiding the delegates to develop a product from generating an idea to making the product prototype and presenting it to an expert panel. The delegates are also assisted with suitable sensory evaluation techniques, expert feed-back on their selection of packaging material and pack configuration, as well as the legal compliance of their label.

**IN THE WORDS OF A 2012 DELEGATE (PERSONAL CONTACT ON REQUEST):**  
“Really great workshop. The format & application of what was presented (the production of your own product) was exciting and stimulating. A good balance of theory and practical application.”

**DO YOU** want to learn how to maximise benefits & minimise time and money spent on Product R& D?  
**Then ALSO DIARISE:** How to Develop Successful New Products in South Africa. An **ADVANCED Course**  
(24–28 June 2013, Venue and Cost as above; More details available soon).

