



# tasty CAREERS

in food & drink

## NEW PRODUCT DEVELOPMENT CHEF

### WHAT IS A NEW PRODUCT DEVELOPMENT CHEF?

You are responsible for overseeing the development of your product. A good eye for design, an understanding of flavour combinations, catering and perhaps an interest in science may be useful strengths. Remember you also need to know your competitors.

The company development chef specialises in the development of new food products.

This normally happens by testing different recipes for products that maintain their flavour, appearance and texture after they've been processed, sold by the retailer and then reheated by the customer.

You'll be someone with their eye on future developments and consumer trends and you'll have a real passion about food! You'll be involved in all aspects of bringing a new product to market - from the initial concept right through to product launch.

### WHAT IS MY ROLE IN THE PROJECT?

The new product development chef will be responsible for the development of the new food product.

With the rest of your team, you will discuss what it is you are looking to create.

Working with the rest of your team this will be achieved by testing different recipes for you to decide what product you decide to make. You will need to ensure that it maintains the flavour, appearance and texture after they've being made.

You will need to check what ingredients you will use and also if there are any new ingredients available to make your product stand out from that of your competitors.

Testing your proposed new product with your team to decide exactly what the final product will taste like.

Who and what your target audience is for the product taking into account any possible allergies or intolerances within the product. Ensuring that the potential new product can be manufactured profitably and meet food safety requirements.

### WHAT WILL BE EXPECTED OF ME?

You'll be expected to have a creative mind and the ability and passion to develop innovative products for your company.

You'll have to be able to develop products that can be made using food manufacturing processes whilst at the same time making sure that these products are innovative and creative.

You'll be someone who is absolutely passionate about food and your role in helping to develop new products.

### THINGS YOU NEED TO TAKE INTO ACCOUNT

What raw ingredients will you need to develop a new product. Does it taste great and what is different about the taste of your compared to that of your competitors.

You will need to work with your team to agree on the product and what it tastes like, taking in to account any special requirements for food intolerances or allergies.

You will need to ensure the size/weight of the product fits into the brief of the challenge whilst ensuring that the product is financially viable and isn't too expensive against what possible competitors are selling their product for.

### WHAT QUESTIONS COULD I BE ASKED?

What was the most difficult aspect of creating a new product compared to what is available at the moment.

Did you all agree as a team on what the product was going to be, and on what you wanted it to taste like.

What if any, ingredients did you have difficulty in obtaining for the development of the new product.

