

CASE STUDY

NAME: CRAIG MESSRUTHER

JOB TITLE: NEW PRODUCT DEVELOPMENT COORDINATOR

EMPLOYER: 2SISTERS FOOD GROUP

QUALIFICATION: BSC SCIENCE IN HEALTH EXERCISE & SPORT

SALARY RANGE: £21,000

tasty CAREERS
in food & drink

WHAT DOES A NEW PRODUCT DEVELOPMENT COORDINATOR DO?

An NPD Coordinator provides support to the main NPD team to develop product concepts and investigate the right packaging options. I also look at the taste, smell, look and mouth feel of new products, their shelf life and transit trails (how long a product can remain fresh and in date on the route between manufacturer and consumer) on any new products. I also assist in the development of any new specifications whilst providing Technical & Operations support to the sales and marketing departments.

HOW DID YOU GET INTO THIS ROLE?

I first started at 2Sisters as a Laboratory Technician. From there, I had an opportunity to move to the Quality Assurance department - where I assisted the then NPD Coordinator. After a year, the old NPD coordinator left and I had an opportunity to apply for the job.

WHAT'S THE BEST THING ABOUT YOUR JOB?

The best thing about the NPD Coordinator job is having the freedom to develop products that nobody else has thought about - and see them in the supermarkets.

WHAT WAS YOUR STARTING SALARY?

£21,000 a year.

WHAT'S YOUR DREAM CAR?

A Bugatti Veyron

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NEW
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