

## Product Development Scenario

### Food Science Career Development Event – 2020

TO: Research and Development Group  
FROM: Market Research & Opportunity Group  
SUBJECT: Meeting Market Needs for a desert snack cake

TASK: Design a new on the go desert snack cake

The snack food industry is an ever-growing sector of the food industry as a whole driven by convenience and consumers hectic lifestyles. In 2019, the industry accounted for \$42 billion in sales and will continue to grow each year. As this sector grows, so will the demand for different flavors and varieties within. You are being challenged to develop a ready-to-eat desert snack cake for this industry. Your product presentation will need to consist of cost of goods sold, nutrition, target audience, quality control, marketing and sales, product, processing, packaging, food safety, and formulation concepts. The allotted time for the presentation is 10 minutes delivered in front of a panel of judges.

We are excited to see the product you develop and are looking forward to hearing your full presentation. GOOD LUCK!