

## Product Development Scenario

### Food Science Career Development Event – 2021

TO: Research and Development Group  
FROM: Market Research & Opportunity Group  
SUBJECT: Meeting Market Needs for a shelf stable sauce

TASK: Design a new shelf stable sauce for the food industry

By 2025, the sauce, dressing and condiments market is expect to grow by 4.22% and reach a value of 173.36 billion. As consumers preferences change, so will the flavor profiles of these shelf stable sauces. Millennials and Generation X is the major consumer group that is driving this increase and wanting varieties. You are being challenged to develop a shelf stable sauce 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!