Food Product Development: Concept to Commercialization Training Course

Professional Development Training Course Outline

Category	Food processing and Technology	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Food Product Development: Concept to Commercialization Training Course offers an in-depth exploration of the innovation process from idea generation to market-ready product launch. This course integrates advanced concepts in food science, formulation, consumer behavior, sensory analysis, and market trends to equip participants with the skills to design successful food products. It emphasizes applied research, prototype development, and commercialization strategies for emerging markets, functional foods, and sustainable innovations.

Through a practical and scientific approach, participants will learn how to manage every stage of the product lifecycle ?Çö from concept creation, ingredient selection, formulation, and shelf-life testing to packaging design, regulatory compliance, and market validation. The course is ideal for professionals aiming to lead innovation in R&D, manufacturing, or food entrepreneurship by turning creative concepts into commercially viable products aligned with consumer needs and industry standards.

Programme Curriculum

Food Product Development: Concept to Commercialization Training Course

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Course Objectives

1. Understand the complete process of food product development from concept to market launch.
2. Apply innovation and design thinking techniques for food product ideation.
3. Analyze consumer behavior and translate insights into product specifications.
4. Develop and optimize product formulations using functional ingredients.
5. Implement sensory evaluation and acceptability testing techniques.
6. Assess shelf-life stability and packaging requirements for new products.
7. Integrate regulatory, labeling, and food safety requirements in development.
8. Conduct feasibility studies and cost modeling for product scaling.
9. Employ quality assurance and process control methods in product trials.
10. Manage product innovation projects using structured stage-gate approaches.
11. Utilize sustainability and clean-label strategies in new product design.
12. Develop branding, marketing, and positioning strategies for commercialization.
13. Evaluate real-world product development case studies and best practices.

Organizational Benefits

- Strengthen the company?ÇÖs R&D and innovation capabilities.
- Reduce product failure risk through structured development frameworks.
- Improve time-to-market with efficient project management systems.
- Enhance cross-functional collaboration between R&D, marketing, and production teams.
- Increase competitiveness through trend-driven, consumer-centric product design.
- Support compliance with international quality and labeling standards.
- Foster a culture of innovation and evidence-based product design.
- Optimize production costs and profitability through efficient formulation.
- Expand product portfolios to include functional and sustainable food products.
- Improve brand image through successful market launches.

Target Audiences

1. Food technologists and product developers
2. Research and development scientists
3. Food manufacturing and quality assurance professionals
4. Marketing and innovation managers
5. Nutritionists and formulation specialists
6. Entrepreneurs and startup founders in the food industry
7. Regulatory and labeling officers
8. Culinary and food design professionals

Course Duration: 10 days

Course Modules

Module 1: Introduction to Food Product Development

- Overview of product development stages and processes
- Market needs analysis and product positioning
- Role of R&D in innovation and commercialization
- Key success factors for new product development
- Common challenges in food innovation
- Case Study: Successful new product launch in the snack food sector

Module 2: Consumer Insights and Market Research

- Identifying consumer needs and market trends
- Conducting focus groups and sensory surveys
- Translating insights into product specifications
- Competitive benchmarking and analysis
- Using data for innovation decision-making
- Case Study: Market-driven reformulation of a functional beverage

Module 3: Ideation and Concept Development

- Brainstorming and innovation frameworks
- Design thinking and concept mapping techniques
- Screening and selecting winning ideas
- Creating prototypes aligned with consumer expectations
- Developing concept statements and mock-ups
- Case Study: Concept development for a clean-label dairy product

Module 4: Ingredient Selection and Functional Formulation

- Ingredient functionality and compatibility analysis
- Clean-label ingredient strategies
- Nutrient fortification and health claim considerations
- Use of natural flavors, colors, and stabilizers
- Optimization for sensory and nutritional balance
- Case Study: Developing a plant-based protein snack formulation

Module 5: Sensory Evaluation and Product Optimization

- Principles of sensory science in product development
- Descriptive and affective testing methods
- Statistical interpretation of sensory data
- Correlating sensory profiles with consumer liking
- Product optimization using sensory-mapping tools
- Case Study: Sensory-driven optimization of a beverage prototype

Module 6: Product Stability and Shelf-Life Testing

- Factors influencing shelf life in food products
- Accelerated and real-time stability testing
- Packaging and storage condition evaluation
- Predicting spoilage and quality degradation
- Establishing shelf-life specifications
- Case Study: Shelf-life study for a fortified baked product

Module 7: Food Safety, Quality, and Regulatory Compliance

- Food safety standards and compliance frameworks (HACCP, ISO, FDA, EFSA)
- Labeling, nutrition claims, and allergen declaration
- Quality management systems for product consistency
- Documenting product specifications and traceability
- Navigating local and export regulatory requirements
- Case Study: Regulatory approval process for a new functional drink

Module 8: Prototype Development and Pilot Plant Trials

- Scaling from bench formulation to pilot production
- Process optimization for reproducibility
- Equipment selection and process parameter control
- Evaluating product texture, flavor, and packaging integrity
- Troubleshooting during pilot-scale trials
- Case Study: Pilot-scale production of a frozen dessert innovation

Module 9: Packaging and Label Design

- Role of packaging in product protection and marketing
- Sustainable and eco-friendly packaging materials
- Design principles for visual appeal and consumer engagement
- Labeling compliance and regulatory claims
- Packaging testing and validation methods
- Case Study: Rebranding and packaging redesign for a baked snack line

Module 10: Costing, Pricing, and Feasibility Analysis

- Cost modeling for formulation and production
- Budgeting for product development stages
- Feasibility studies and break-even analysis
- Determining competitive and profitable pricing
- Managing production costs and ingredient sourcing
- Case Study: Feasibility analysis for a high-protein beverage

Module 11: Scaling Up and Process Optimization

- Transitioning from pilot to commercial scale
- Process validation and yield optimization
- Equipment configuration and capacity planning
- Supplier quality assurance and contract manufacturing
- Ensuring consistency across production batches
- Case Study: Scaling up a ready-to-eat product to industrial scale

Module 12: Branding and Product Positioning

- Building brand identity for new food products
- Defining value propositions and messaging
- Target market segmentation and positioning strategies
- Promotional planning and launch campaigns
- Measuring post-launch performance metrics

- Case Study: Brand strategy for a premium plant-based food line

Module 13: Sustainability and Clean-Label Innovation

- Sustainable ingredient sourcing and procurement
- Reducing carbon footprint and production waste
- Clean-label reformulation techniques
- Aligning with environmental and consumer expectations
- Integrating sustainability into corporate strategy
- Case Study: Sustainable reformulation of a dairy-based product

Module 14: Commercialization and Market Launch

- Pre-launch validation and consumer testing
- Developing a go-to-market strategy
- Distribution and retail placement planning
- Post-launch evaluation and feedback integration
- Managing product lifecycle and continuous improvement
- Case Study: Successful commercialization of a plant-based meal line

Module 15: Capstone Project and Industry Application

- End-to-end product development project
- Prototype creation and sensory validation
- Costing, labeling, and regulatory assessment
- Market feasibility report preparation
- Presentation and expert feedback evaluation
- Case Study: Development of an innovative functional food prototype

Training Methodology

- Interactive theoretical lectures and multimedia sessions
- Practical formulation workshops and sensory analysis exercises
- Group discussions and innovation brainstorming sessions
- Industry-based case studies and simulation activities
- Capstone project presentation and expert review sessions

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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