



Lesson 4: Product Development & Testing

Product development is the process of developing a new product to meet a consumer demand, a market need or a trend. Food manufacturers are constantly developing and reformulating their products to make improvements in areas such as taste, nutrition and cost efficiencies.

The process involves several stages that are completed and sometimes repeated before the product is introduced to the market:



Watch the video of chef Daniela creating a variety of three burgers from Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork:

<https://youtu.be/T3I2eC0fwb8>.

The Design Brief

Now it is your turn to create your very own burger. Your design brief is to **develop a new burger product to be sold within the school canteen.**

All burgers should be created from either:
Minced Scotch Beef PGI, Scotch Lamb PGI or Specially Selected Pork*

Things to consider:

- | | | | |
|----------------|-------------------|-----------|----------------------|
| ✓ Flavour | ✓ Cost | ✓ Texture | ✓ Packaging |
| ✓ Ingredients | ✓ Cooking time | ✓ Size | ✓ Look |
| ✓ Easy to make | ✓ Cooking methods | ✓ Shape | ✓ How healthy is it? |

You can incorporate a range of different ingredients within your burger. You may decide to base it on a theme or trend which will influence the ingredients/flavours you use.

*For non-meat eaters, burgers could be made using plant-based alternatives, but the same product development processes can be used.

Brainstorming

Working in groups or individually (as per your teacher's guidance), use the space below to brainstorm ideas for a new burger product.

The Make it Scotch website (makeitscotch.com) has burger recipe ideas using Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork.

You may want to conduct research by asking classmates, family and friends what kind of burgers they enjoy, or investigate new trends of fashion in food.

Concept Screening

Analyse your results from the research you have conducted and decide upon the best idea to take forward to the next stage.

Idea 1

Idea 2

Name:

Class:

Date:

Product Evaluation

Complete the product evaluation table below. The BNF sensory vocabulary can be used to give a detailed evaluation of the product: <https://www.foodafactoflife.org.uk/14-16-years/food-science/sensory-science>

Appearance	Taste	Taste	Comments/Rating

Following on from cooking and tasting the product, are you going to make any changes to the recipe? If yes, what are they? If no, explain why you are not making any changes.

Careers

More information and case studies can be found at FDF Scotland's Food & Drink Careers Wakelet: <https://wke.lt/w/s/tEcyMw>

Go Further

- Try the Make it Informed interactive resource on Farming Foodsteps: <https://education.qmscotland.co.uk/FarmingFoodsteps/18>
- Try cooking burgers at home (you can use the product evaluation grid above to rate your creation)

Name:

Class:

Date: