DESCRIPTION

Written primarily for directors and managers of food design and development, food scientists, technologists, and product developers, this book explains all the necessary information in order to help meet the increasing demands for innovation in an industry that is providing fewer resources. This updated edition, by a group of seasoned food industry business professionals and academics, provides a real-world perspective of what is occurring in the food industry right now, offers strategic frameworks for problem solving and R&D strategies, and presents methods needed to accelerate and optimize new product development.

*Accelerating New Food Product Design and Development, Second Edition* features five brand new chapters covering all the changes that have occurred within the last decade: A Flavor Supplier Perspective, An Ingredient Supplier Perspective, Applying Processes that Accelerate New Product Development, Looking at How the University Prepares Someone for a Career in Food, and Innovative Packaging and Its Impact on Accelerated Product Development.

- Offers new perspectives on what really goes on during the development process
- Includes updated chapters fully describing the changes that have occurred in the food industry, both from a developer’s point of view as well as the consumer requirements
- Features a completely rewritten chapter covering the importance of packaging which is enhanced through 3D printing
- All of this against the impact on speed to market
Filled with unique viewpoints of the business from those who really know and a plethora of new information, *Accelerating New Food Product Design and Development, Second Edition* will be of great interest to all professionals engaged in new food product design and development.

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