

Question 25 (6 marks)

- (a) Why is it necessary to produce a prototype during the development of a food product? 2

It is necessary to produce a prototype during the development of a new food product as the item must undergo rigorous testing to see whether or not the product is viable for consumers and whether or not the packaging will withstand, or if any changes need to be made to the product to improve profitability of the food product.

- (b) How can food product prototypes be tested? 4

Food product prototypes can be tested in many different ways these include a smash test to ensure whether or not the packaging of the product will withstand any vertical or horizontal forces put upon it during transport. Another test includes consumer surveys, allowing individuals within society to try the product and rate how good it tastes or what they think could be an improvement to increase the profitability of the prototype. Leaving the new food product, or prototype in different conditions could also be another test undertaken, this will allow the manufacturer to find out how long the product will last in different environments, ensuring that the labelling, such as best before dates and correct storing procedures are correct. While another way in which a prototype can be tested is by using the shape to see whether ~~or not~~ shape of the product itself to see whether it last or can be withheld, for example will a snow man shaped cookie last over the entire production period, transport and then arrive at the consumer unscathed.