

Taste 4  
Success

Skillnet,



# Introduction to New Product Development

for the Food and Beverage Sector

Date 26 March 2025

Time 9am - 5pm

Location Teagasc Food Research Centre, Ashtown, Dublin



Register  
[t4s.ie/NPD-reg](https://t4s.ie/NPD-reg)

 **teagasc**  
AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY

[taste4successskillnet.ie](https://taste4successskillnet.ie)

# Course Overview

Whether you are new to food innovation/new product development or want to improve your pipeline of innovative food products, this 1-day course will introduce you to a wide range of best practice methods and real life case studies.

## Who is this training course designed for?

- ▶ Entrepreneurs and small food producers, wishing to build their knowledge in relation to food innovation and new product development.
- ▶ Food technologists, brand managers and development chefs working in the food & beverage processing sectors who have responsibility for, or involvement in, Innovation and/or new product development activities.

## What will I learn?

- ▶ An overview of the typical New Product Development (NPD) process from idea generation to scale up to running production trials.
- ▶ What affects the shelf-life of food products, how to potentially extend shelf-life and how to instigate trials.
- ▶ The range of packaging solutions available.
- ▶ Obtain an overview of your regulatory and labelling responsibilities.
- ▶ The nutritional & health claims you may be in a position to use for your products.
- ▶ Teagasc expertise and the analytical and scale up facilities available for use by food businesses.
- ▶ The experiences of a successful Food Entrepreneur in starting a new food business, developing innovative products and scaling their business and product offerings.

## Course Format and Tutors

This interactive training course will be delivered using a mix of presentations, breakout and Q&A sessions. It will be facilitated by Teagasc NPD, Regulatory and Sensory experts. A successful food entrepreneur will also bring us through their business and product development journey.

## Venue & Location

Teagasc Food Research Centre, Ashtown, Dublin 15, D15 DY05.



## Fees and Funding

The fee for this event is €450 per participant, and €295 for those eligible for funding from Taste 4 Success Skillnet. This discounted price for the programme is supported by Taste 4 Success Skillnet and is available to all eligible applicants.

## Eligibility Criteria

- Participating businesses must be from private enterprise based in the Republic of Ireland.
- Sole traders are eligible as Member Companies.
- Skillnet Ireland funding is NOT available to public sector bodies or organisations that are publicly funded such as community-based not-for-profit companies or charities.
- Member Company must be a member of Taste 4 Success Skillnet.
- Employees attending the series must be resident/living in the Republic of Ireland and must be employed by a Member Company.

For further information visit [t4s.ie/NPD](https://t4s.ie/NPD)  
or email [info@taste4success.ie](mailto:info@taste4success.ie)