

Taste 4  
Success

Skillnet,



# Management of New Product Development

for the Food and Beverage Sector

Date 27 March 2025  
Time 9am - 5pm  
Location Teagasc Food Research Centre, Ashtown, Dublin



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



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

# Course Overview

Innovation and the development of new products are essential to the success and profitability of Irish food businesses. While companies proactively develop and launch new products to meet the changing demands of consumers and ensure growth opportunities, many of these new products fail post launch.

Research indicates the root cause of these failures can be attributed to an ineffective new product development (NPD) process. This course will introduce best practice methods for the successful management of NPD processes within a food business.

## Who is this training course designed for?

- Individuals who are involved in the development of new food products and the innovation process within their company/business, including NPD and R&D Staff.
- Food companies who are developing an NPD process or want to streamline and improve their processes.
- Those who already have an understanding of NPD or who have attended the Introduction to Food Innovation & New Product Development course.

## What will I learn?

- The principles and benefits of best practice in New Food Product Development.
- The New Product Development process and the various stages involved for application within a food business.
- How to integrate successful NPD management with Finance, Operations/Production, Engineering, Distribution and Marketing.
- The key performance indicators for a successful product launch and how to conduct a post launch review.
- An overview of Sustainable Manufacturing.
- An introduction to Teagasc expertise and the analytical and scale up facilities available to food businesses.

## Course Format and Tutors

This interactive training course will be delivered using a mix of presentations, breakout and Q & A sessions. Pre-course reading will be recommended and participants will have the opportunity to work through relevant industry case studies. It will be facilitated by Teagasc NPD and Regulatory Sensory experts.

## Venue & Location

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



## Fees and Funding

The fee for this event is €500 per participant, and €325 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/MNPD](https://t4s.ie/MNPD)  
or email [info@taste4success.ie](mailto:info@taste4success.ie)