

2019 Iowa FFA Food Science and Technology

Product Development Marketing Scenario

Date: March 21, 2019
To: Product Design Group
From: Vice President of Sales and Marketing
Subject: Non-beef Burger Meal

Our marketing team has found an opportunity to grow the use of non-beef burger products in casual dining restaurants. We would like you to design a non-beef burger meant for a casual dining restaurant. We would like this product to represent trending flavors to help build on consumer's desire for bold and exciting flavor experiences.

As you develop your product, think about current offerings in the market and how your concept could expand them to new flavors, while showcasing the non-beef product you choose. Providing a lean, high protein non-beef product alternative is a huge opportunity for growth for casual dining restaurants. As consumers adopt more on-the-go lifestyles, their need for quick, nutritious, and exciting options has expanded. For this concept, please create something more than 500 calories, but less than 1,000 calories.

We would like to target consumers age 20-35 for this product. This group of Millennial consumers eats on the go and has a zest for new and different flavor experiences. They also have the ability to drive market growth, with over \$600 billion in spending power. This consumer segment has some unique consumer attributes including: being highly sociable, having high expectation for mobile technology as part of their brand experience, collaboration and cooperation with brands, adventurous experiences, high quality, clean label products, and being passionate about values. Please consider this consumer as you develop your product attributes, messaging, and flavors.

A Non-Beef burger must contain non-beef in some form, have high quality ingredients, and be unique in the market place. The item's ingredients can be stored refrigerated or frozen or prepared in a restaurant kitchen environment.

Product scenario summary:

Product Attributes: **Burger containing non-beef**

Target Market: **Millennial households**

Usage occasion: **Lunch**

Packaging: **Restaurant packaging**

Be prepared to present the following key information for your product:

- Product name and flavor
- Nutrition label and ingredient line including total fat and cholesterol contents.
- Cost of producing the product
- Ingredients – give some consideration to factors such as: bun/wrap, burger (pork, turkey, plant), seasonings, toppings for the burger
- Marketing plan to help promote this new product and drive sales growth, including distribution channels, consumer engagement plan, and target audience

At the CDE site, your team will present your product to the company's Executive Committee (Judges). Your presentation will last no longer than 10 minutes and you will have 5 minutes to respond to questions.

Good Luck!!!