

**MANUFACTURING AND PRODUCTION**

Food Product Development and Sensory Evaluation

3 day course

Classroom, online or in-house

Course overview

Most food products that fail did not fail in the laboratory; they failed when a kitchen formulation met a factory that could not make it consistently, or a consumer who did not want it. This course covers the whole route. Delegates work through defining a product brief from a real market opportunity rather than from an idea. Formulation follows, including ingredient functionality and the cost model that decides whether a product can be sold. Bench top development and iteration are covered. Sensory evaluation is treated properly: discrimination tests, descriptive analysis and consumer acceptance testing, with the panel design and statistics each requires, since a tasting by the development team proves nothing. Scale up is addressed, including the process differences that change a product between bench and plant. Shelf life and stability testing follow. Labelling, nutrition and claims are covered. The course closes on launch readiness and on deciding to stop a project.

What you will learn

- Write a product brief from a real market opportunity
- Formulate using ingredient functionality within a cost model
- Develop and iterate at bench scale
- Design discrimination, descriptive and consumer sensory tests
- Interpret sensory results with appropriate statistics
- Scale up while controlling the process differences that change a product
- Test stability, meet labelling and claim rules, and judge launch readiness

Who should attend

- Food product developers and technologists
- Quality assurance staff supporting development
- Marketing staff working on food product launches
- Sensory panel leaders and coordinators
- Food manufacturing entrepreneurs

Course outline

- 01 Where products actually fail
- 02 The product brief and the opportunity
- 03 Formulation and ingredient functionality
- 04 Cost modelling
- 05 Bench development and iteration
- 06 Discrimination and descriptive sensory testing
- 07 Consumer acceptance and panel statistics
- 08 Scale up, stability, labelling and launch readiness

Upcoming dates



Dates	Venue	Format	Fee per delegate
30 September to 2 October 2026	Gaborone, Botswana	Classroom	R14,950
4 to 6 November 2026	Durban, South Africa	Classroom	R14,950
9 to 11 November 2026	Maseru, Lesotho	Classroom	R14,950
16 to 18 November 2026	Online	Online	R6,500

Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriScience.co.za, or WhatsApp us on **+27 63 479 1136**.

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