

Food Product Development and Service Management 3(2-1)

Theory

Food product development: process, strategy, design, development, commercialization, evaluation. Key to new product success and failure. Consumer in food product development: consumer behavior, food choices, sensory needs, consumer role. Preference mapping and food product development: conducting trials, analyzing, recent developments. Case study of consumer-oriented food product development: reduced-calorie foods - Consumer trends and healthy eating, marketing and technological challenges, success factors. Case study: reduced-calorie on-the-go beverages. The ethics of food production and consumption. Principles of menu development. Food storage: preservation concepts, sanitary food handling procedures, elementary nutrition. Kitchen equipment: selection layout, purchasing. The fabrication of chicken, beef, lamb, and fish, Proper cuts and their uses, recognition of the quality of meat. Cake and pastry: design and decoration. Control for dining rooms, banquets (responsibilities of banquet server, roll call, table setting, serving and clearing, safety and sanitation) and catering events. Human resource management: recruitment and selection, training and development, employee relations, principles of supervision, customer relations, Fundamentals of marketing in the hotel industry.

Practical

Food product development projects - strategy, design, development, commercialization, launch and evaluation. Practical aspects and sensory evaluation techniques. Chemical and instrumental quality analysis. Production and service of food in volume: Chinese dishes, salads, sandwiches, bakery goods, doughnuts, waffles and desserts. Evaluation of items prepared in class. Visit of hotels.

Recommended Books

1. Earle, M., Earle, R. and Anderson, A. 2001. Food product development. Woodhead Publishing Ltd., Abington, Cambridge, UK.
2. Earle M. and Earle, R. 2007. Case studies in food product development. Woodhead Publishing Ltd., Abington, Cambridge, UK.
3. Frewer, L and Trijp, H. 2007. Understanding consumers of food products. Woodhead Publishing Ltd., Abington, Cambridge, UK.
4. Diyush Bhatnagar Nith Popli 2007. Food And Beverage Management. SBS Publishers and Distributors Pvt. Ltd., Abington, Cambridge, UK.
5. Sunil Sharma 2005. Food and Beverage Services, Akansha Publishing House, India New Delhi.

Edited By Dr. Saqib Jabbar (Assistant Professor)
Institute of Food Science and Nutrition
University of Sargodha, Pakistan
Website: www.geocities.ws/saqibuos