

## UNIQUENESS OF THE PROGRAM

This program was initiated by the Food Science and Technology faculty and associates of The University of Georgia, internationally recognized for development of innovative food products and discovery, for implementation of cutting-edge science and technology, and for developing innovative food products. The program forms a strategic alliance with external marketing, technology, and engineering groups to help food companies take a new product from conception, through consumer research, formulation, prototyping, shelf-life analysis, and market launch. We are guided by validated and reliable consumer preference analysis and driven by client food company profit goals. We have a fully established network of contacts and databases with which we serve new and established food companies.



Faculty and Professional Affiliates possess internationally renowned expertise in a comprehensive array of food science, technology, and marketing disciplines.

## Faculty at The University of Georgia

### Dr. Aaron Brody

Food Product Development/Packaging

### Dr. Jinru Chen

Food Microbiology and Safety,  
Microbial Shelf life

### Dr. Manjeet Chinnan

Food Processing and Engineering

### Dr. Yen-Con Hung

Food Engineering and Safety,  
Shelf Life Testing

### Dr. Karina Martino

Food Science Extension

### Dr. Dixon Phillips

Food Chemistry, Extrusion Technology

### Dr. Anna Resurreccion

Consumer and Sensory Science

## Affiliates

### Dr. Stanley Fletcher

National Center for Peanut Competitiveness

### Ms. Traci Morgan

Morgan Consultants, Inc.  
Food Process Engineering,  
Food Plant Design

### Mr. Mark Thomas

MDT, Ltd.  
Research Chef



THE UNIVERSITY OF GEORGIA  
COLLEGE OF AGRICULTURAL &  
ENVIRONMENTAL SCIENCES

## FOOD PRODUCT INNOVATION & COMMERCIALIZATION PROGRAM



### Location:

Griffin, GA, located close to the Atlanta airport, in the southern arc of the greater Atlanta metropolitan area.

### Objective:

Assist companies in developing new food products efficiently, economically, and with high probability of success.

### Purpose:

Facilitate commercialization of consumer accepted food products by providing intellectual resources and physical facilities

for both start-up ventures and existing food companies via a multi-dimensional partnership. This encompasses the University, the community, the food industry and its suppliers, and granting agencies, to promote economic development in the community and state through research on the development and implementation of innovative foods and technologies.



## Services for the Food Development Process:

- Opportunity identification
- Concept generation and evaluation
- Preliminary business plan preparation
- Brand name creation
- Technical product development
- Concept and product modification
- Pilot plant product preparation
- Nutritional evaluation
- Packaging development and testing
- Sensory evaluation
- Shelf life testing
- Microbiological safety
- Process development
- Production engineering
- Production trials
- Quality assurance protocols
- Business and marketing planning
- Patent regulatory compliance
- Communication strategy
- Distribution channel analysis
- Launch strategy
- Economic analysis

<http://foodpic.uga.edu>



### Food Product Innovation & Commercialization Program

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