

## NPD research for healthy lunchtime snacks



### Background

Two food manufacturers approached Swift Research for assistance in the new product development of a new style of lunchtime snack.

Research was required to explore the criteria for a successful non bread based hand held snack and analysis of the construction and content of the prototypes.

### Swift Research Solution

Swift Research carried out consumer research to identify what elements were essential to create a healthy alternative to a traditional sandwich or tortilla wrap.

A list of criteria was established including food robust enough to be held in the hand while on the move. Anything that needed a plate or cutlery was ruled out.

The research also incorporated taste testing of the prototypes. Two separate groups of men and women provided feedback on a range of issues including practicality, taste, texture, satisfaction and aesthetic appeal.

Low carb products using prawn or chicken, with noodles and optional sauce, in lettuce based wraps were produced and the groups were observed by the client through one way screens to gauge first hand their reactions. The research delivered valuable results highlighting areas of likes and dislikes and practicality.

### Benefits

Armed with the results the manufacturers were able to revise their recipes to have maximum appeal. Production methods were also adjusted to meet the necessary criteria for a practical and successful product.

As a result the manufacturers were able to produce a product which met the approval of retailers and was successfully brought to market.