



# BREAKTHROUGH

Businesses greater than 15 FTEs

## *Foodland SA*

### **New Product Award**

**Aim:** To recognise a business that demonstrates excellence in developing (or enhancing) and launching a product into the marketplace after 30 January 2016.

**Questions** (500 words maximum per question)

1. Describe the actual product (including name, launch date, shelf life, fresh/frozen, pack specifications, pricing etc) and the market research that defined its characteristics.
2. Describe the product development process undertaken to arrive at the new (or enhanced) product.
3. Detail the key measures of success and outcomes achieved with the product since its launch, which must be at least six months ago.