



# BREAKTHROUGH

Businesses less than or equal to 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.

**Question** (300 words maximum)

Name and describe the product, launch date, shelf life, fresh/frozen, pack specifications, pricing, product development process, and the outcomes achieved since its launch (which must be at least six months ago).