

Product & Marketing Scenario

Food Science Career Development Event – 2025

TO: Wisconsin FFA Product Development Groups

FROM: Starbucks Market Research & Opportunity Group

SUBJECT: NEW Savory On The Go Menu Item for Starbucks

TASK: Here at Starbucks, we always want to keep our menu exciting and provide our customers with a variety of options for their on-the-go lifestyles. We want you to analyze our current menu offerings and identify a gap within the **savory grab and go** space to create a new menu item for our customers. This can be within an existing menu category or something completely new. Please choose materials, ingredients, price points for ingredients, and nutritional information to develop a new savory grab and go option to add to the Starbucks menu.

Product Presentation and Packaging

- Product Name
- Packaging design
 - o Single serve packaging
- On the go friendly
- Nutritional panel (to be shared on the Starbucks website or product packaging)
 - o Include health claims if applicable (i.e. low sodium, good source of protein, etc.)
- Pricing – reasonable within the menu category chosen
 - o Provide ingredient price points
 - o Consider cost of manufacturing and distribution
 - o Determine appropriate selling price

Production and Distribution

- Ingredient sourcing
- Manufacturing the item
- Distribution throughout the supply chain
- Preparation at Starbucks if applicable (i.e. heating needed)
- Storage throughout transportation
- Food safety controls (HACCP analysis)

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Day of CDE Competition

- Product pitch / elevator speech
- Launch and marketing plans for this new menu item
 - o Market trends
 - Why did you pick this item
 - Competitive landscape
 - o Focus on the other food science aspects, but we should understand why you picked this item
- Production, distribution and food safety
- Pricing – included as a printed sheet or conveyed through presentation materials
- We expect equal participation among all team members
- NO actual ingredients/products need to be included in the presentation or CDE.

We are eager to see the new product you develop for us and are looking forward to hearing your full report.

Remember - the team does NOT need to actually make the product. Packaging, marketing, prototype, and other materials should be made by the team in advance of the live CDE Event.