



DESIGN A NEW HOT BREAKFAST PRODUCT

STUDENT ACTIVITIES

YOUR CHALLENGE

Your challenge is to develop an idea for a new hot breakfast food product. This can be for serving in a restaurant, or a convenience product for customers to heat up at home or at work. You will need to ensure that your product meets your target customers' lifestyles and nutritional needs.

Good luck!

CONTENTS		PAGE
Activity Sheet 1	Target Groups	2
Activity Sheet 2	Product Notes	3
Activity Sheet 3	Challenge Guide	5
Activity Sheet 4	McDonald's Case Studies	9

SKILLS KEY



COMMUNICATION



SELF-BELIEF



PROBLEM SOLVING



SELF-MANAGEMENT



TEAMWORK



DESIGN A NEW HOT BREAKFAST PRODUCT

STUDENT ACTIVITIES

ACTIVITY SHEET 1

TARGET GROUPS

Your new hot breakfast product should appeal to one of these target groups and meet their nutritional needs.

- What else do you know about these groups?
- How could you find out more about their needs and influences, to help you to develop a successful product?

Teenagers (12–19)

- ✓ Want to be healthy and watch their weight
- ✓ Eat at home or on way to school/college
- ✓ Range of choices
- ✓ Interesting and cool – not what's on offer at home

Meeting Mums (20–35)

- ✓ Something to enjoy with friends
- ✓ Healthy but feels like a treat
- ✓ Not cheap, but not expensive either
- ✓ A change from eating at home – something unusual and interesting

Busy Workers (25–40)

- ✓ Want something quick and easy
- ✓ Healthy but not boring
- ✓ Everyday choice or a Friday morning treat
- ✓ No mess – don't want to spoil work clothes

Silver Shoppers (55–70)

- ✓ Good value
- ✓ Incorporates familiar, traditional breakfast foods and tastes
- ✓ Could include a new twist
- ✓ Not too large or filling

You may wish to think about other needs or preferences a person from any target group may have, for example:

- Coeliac
- Lactose-intolerant
- Vegetarian or vegan
- Low sodium (salt)
- Low calorie





DESIGN A NEW HOT BREAKFAST PRODUCT

STUDENT ACTIVITIES

ACTIVITY SHEET 2



PRODUCT NOTES



Use this table to gather your ideas, ready to develop your complete product plan.

Group name:	
Product name: Create a name for your product that will attract your target customers.	
Product specification: Describe your product and how it will be packaged or presented to the customer. Explain whether it's for a restaurant to serve, or for customers to heat themselves.	
Sensory description: Describe how your product will look, smell, taste and feel.	
Appeal to target market: Explain why your product will appeal to your target market and how it meets their nutritional needs.	





DESIGN A NEW HOT BREAKFAST PRODUCT

STUDENT ACTIVITIES

PRODUCT NOTES (continued)

Ingredients:

List the ingredients for your product. Group these into components if it will be prepared in a restaurant, or if customers will combine different elements themselves.

Production specification:

Outline how your product or its component parts will be produced.

Preparation instructions:

Explain how your product will be prepared in a restaurant or by a customer, and how long each step should take.





DESIGN A NEW HOT BREAKFAST PRODUCT

STUDENT ACTIVITIES

ACTIVITY SHEET 3

CHALLENGE GUIDE



Develop a new hot breakfast food product for a target customer group.

Generate and develop an idea for a new hot breakfast food product. This can be for serving in a restaurant, or a convenience product for customers to heat up at home or at work. Ensure your product meets your target customers' lifestyles and nutritional needs. Develop the information needed to prepare, heat and label your product.

Key Tasks

1 Generate ideas

Carefully read the description of your target customer group. Add ideas of your own that help you to understand their needs. Brainstorm as many ideas as you can. Remember:

- The more ideas the better!
- Don't rubbish any ideas. Instead, find ways to improve them
- Near the end of your time, shortlist the best ideas (remember to choose the ones that are the best fit with your target customers)
- Choose or vote on the idea you will use

2 Describe your product

Give your product a name that will stand out and appeal to your target audience. This could include words that reflect its ingredients, sensory qualities or nutritional benefits.

Make sure you:

- Describe your product in as much detail as you can
- Explain why it's a great match for your target audience. Describe its sensory properties so it sounds delicious!





DESIGN A NEW HOT BREAKFAST PRODUCT

STUDENT ACTIVITIES

CHALLENGE GUIDE (continued)

3 Explain how it will be produced and prepared

Think about whether your product will be served in a restaurant or heated up by customers at home or at work. Consider:

- Is your product 'all-in-one' or made up of different components?
- How your product will be made and how it will be prepared ready to eat hot, by restaurant employees or customers

4 Present your ideas

Your teacher will tell you how much time you have to prepare and present, and whether you need to prepare any supporting materials. You will need to:

- Explain your product idea
- Justify your concept using information about your chosen target customers
- Explain how your product will be prepared, cooked or heated, and labelled





DESIGN A NEW HOT BREAKFAST PRODUCT

STUDENT ACTIVITIES

🔍 CHALLENGE GUIDE (continued)

KEY WORD	WRITE THE KEY WORD DEFINITIONS BELOW
Texture	
Appearance	
Product specification	
Colour	
Nutritional value	
Design brief	
Ingredients	
Taste	
Sensory analysis	
Target group	
Characteristics	
Disassembly	





DESIGN A NEW HOT BREAKFAST PRODUCT

STUDENT ACTIVITIES

🔍 CHALLENGE GUIDE (continued)

KEY WORD	WRITE THE KEY WORD DEFINITIONS BELOW
Smell	
Design specification	
Design criteria	
Evaluation	
Product development	
Time plan or Production plan	
Primary research	
Production: batch, mass, continuous flow	
Workflow	
Labelling	
Secondary research	





DESIGN A NEW HOT BREAKFAST PRODUCT

STUDENT ACTIVITIES

ACTIVITY SHEET 4

MCDONALD'S CASE STUDY

The McDonald's product development process

McDonald's is constantly seeking to refresh and update its menu, with new twists on old favourites and entirely new product categories that offer customers the taste, quality and value they seek.

Many factors need to be balanced, from long-term food trends that might look as far as 3–5 years ahead, to the need to compete in a busy marketplace. This brings together teams of people from across McDonald's, as well as from its suppliers.





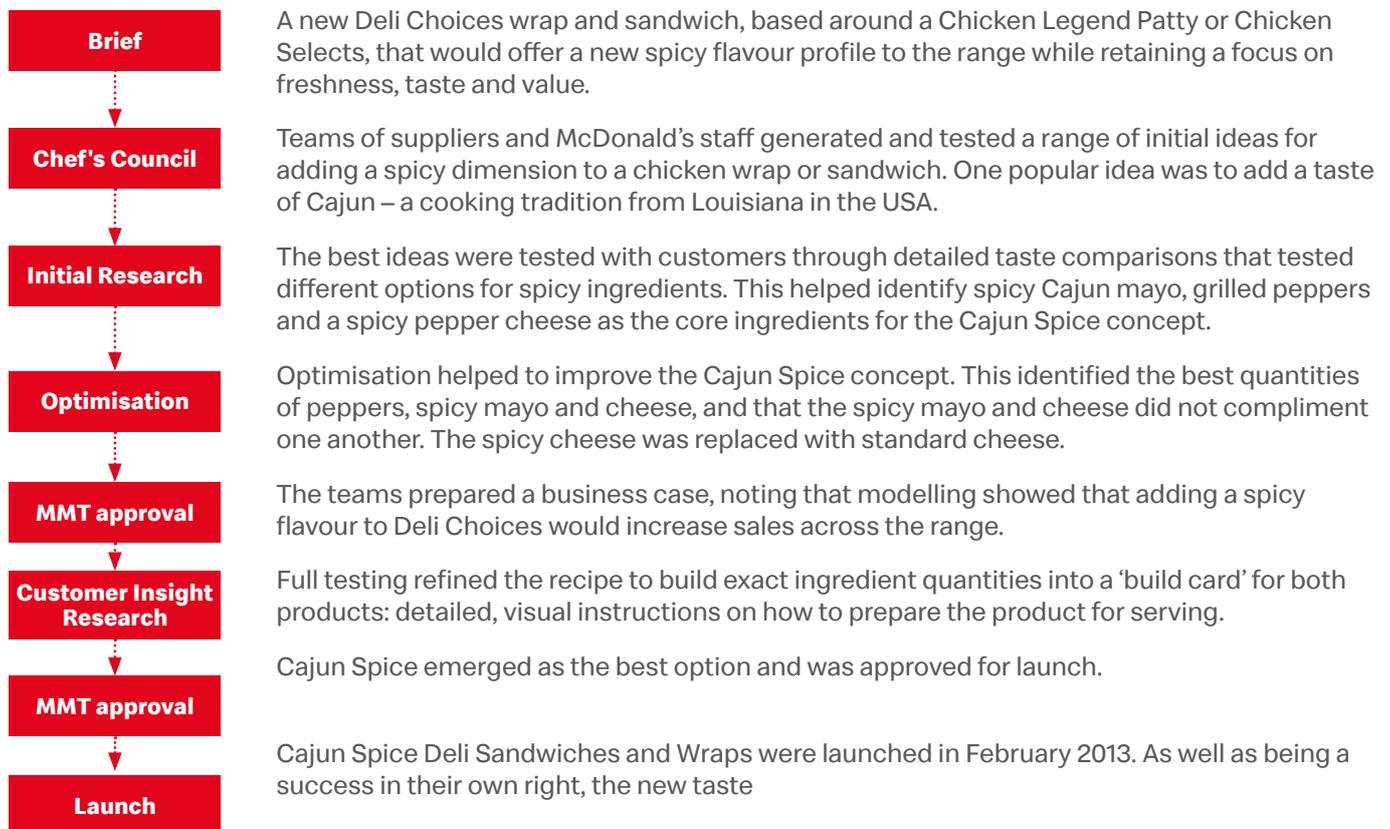
DESIGN A NEW HOT BREAKFAST PRODUCT

STUDENT ACTIVITIES

MCDONALD'S CASE STUDY (continued)

Cajun Spice Deli Sandwiches and Wraps

McDonald's sought to add a new dimension to its Deli Choices product range which included three chicken varieties (Sweet Chilli, Chicken & Bacon, Grilled Chicken) and Veggie. Deli Choices offers McDonald's customers freshness, taste and value – just like all McDonald's menu items – but with a healthier twist that many customers find an attractive lunchtime choice.





DESIGN A NEW HOT BREAKFAST PRODUCT

STUDENT ACTIVITIES

TRACK YOUR DEVELOPMENT

To help you identify and reflect on the skills you have used and developed in this challenge, fill out the **Reflection Task** and **Skills Worksheet** and hand these to your teacher.

NEXT STEPS

Congratulations on completing the challenge!

If you want to learn more about the skills you need for the future or are interested in exploring apprenticeship opportunities at McDonald's, head over [here](#) to get started.

