Faculty and Professional Affiliates possess internationally renowned expertise in a comprehensive array of food science, technology, and marketing disciplines.
COMMERCIALIZATION PROGRAM

Location:
Griffin, GA, located close to the Atlanta airport, in the southern arc of the greater Atlanta metropolitan area.

Objective:
Assist companies in developing new food products efficiently, economically, and with high probability of success.

Purpose:
Facilitate commercialization of consumer accepted food products by providing intellectual resources and physical facilities for both start-up ventures and existing food companies via a multi-dimensional partnership. This encompasses the University, the community, the food industry and its suppliers, and granting agencies, to promote economic development in the community and state through research on the development and implementation of innovative foods and technologies.

Services for the Food Development Process:

- Opportunity identification
- Concept generation and evaluation
- Preliminary business plan preparation
- Brand name creation
- Technical product development
- Concept and product modification
- Pilot plant product preparation
- Nutritional evaluation
- Packaging development and testing
- Sensory evaluation
- Shelf life testing
- Microbiological safety
- Process development
- Production engineering
- Production trials
- Quality assurance protocols
- Business and marketing planning
- Patent regulatory compliance
- Communication strategy
- Distribution channel analysis
- Launch strategy
- Economic analysis

http://foodpic.uga.edu

Food Product Innovation & Commercialization Program

Department of Food Science and Technology
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