

Food Science Career Development Event – 2026

TO: Wisconsin FFA Product Development Groups

FROM: Target Bakery Market Research & Innovation Team

SUBJECT: Developing a Savory Indulgent Bakery Item for the Target Bakery Section

TASK:

Target is known for offering unique, high-quality products that stand out in the retail marketplace. In 2026, customer insights are pointing to a growing demand for savory indulgent bakery items — single-serve, flavorful, and satisfying treats that go beyond the traditional sweet pastry. Consumers are looking for on-the-go options they can enjoy as a mid-day pick-me-up, a quick lunch addition, or an evening snack.

Your team is challenged to create a new savory bakery item that will be sold in the Target bakery section. This product may be:

- Shelf-stable (packaged for bakery aisle displays), OR
- Grab-and-go refrigerated (placed in chilled bakery cases).

The item must be:

- Single-serve packaged for convenience.
- Indulgent, savory, and flavorful — positioned as a treat or 'elevated snack.'
- Cost effective and competitive with similar bakery items currently in the market.
- Developed with clear ingredient price points, nutrition panel, ingredient statement, packaging design, and marketing strategy.

Product Presentation and Packaging Requirements

Teams should prepare the following for submission and presentation:

- Product Name
- Packaging Design (single-serve, appropriate for Target brand identity)
- Principal Display Panel that includes all required information:
 - Product name
 - Net weight
 - Required claims or descriptors
 - Placement of information in proper location
- Nutrition Label with accurate calculations and correct organization
- Ingredient Statement in proper order of predominance by weight, located appropriately on the package
- Pricing:
 - Ingredient cost breakdown
 - Cost of goods sold (COGS)

- Proposed selling price in line with competitive bakery items
- Marketing Positioning:
 - Why your product fills a gap in the market
 - Which target audience you are aiming for (age group, lifestyle, shopping behavior)

Production and Food Science Considerations

Your written and oral report should also include:

- Ingredient sourcing (realistic for Target supply chain)
- Processing plan:
 - Description of how product is made
 - Flow diagram/unit operations
 - Equipment and labor needed
- Quality Control Attributes:
 - Examples: flavor, color, net weight, texture, size consistency
- Product Attributes:
 - Appearance, texture, shelf-life, ingredient interactions, creativity
- Distribution & storage (shelf-stable vs. refrigerated, transportation requirements)
- Food Safety controls (HACCP analysis with potential hazards and preventive steps)

Day of CDE Competition Deliverables

On the day of the CDE, your team will provide:

- Product pitch / elevator speech highlighting your new savory bakery concept
- Printed sheet including:
 - Ingredient cost breakdown & COGS
 - Nutrition panel and ingredient statement
 - Principal display panel design
 - Pricing strategy
- Marketing & launch plan (6-month rollout with promotional ideas and chosen retail strategies)
- Production, distribution, and food safety overview
- Packaging prototype/mockup (design boards or physical mock-ups are acceptable — no actual food products required)
- Equal participation among all team members

Key Success Factors

Your bakery item should:

- Appeal to consumers seeking indulgent, savory treats
- Compete effectively in the Target bakery section
- Balance flavor, cost, and convenience
- Clearly communicate value through labeling, packaging, and marketing
- Address nutrition, safety, processing, and quality in a professional, science-based manner

We are eager to see the savory, indulgent bakery product your team develops and look forward to your presentation.

Reminder: Teams are NOT required to bring actual ingredients or food samples. All packaging, marketing, prototypes, and supporting materials must be prepared in advance of the live CDE event.