


**CONGRESS
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A New Look at Affordability

Brett Wordon

Group Leader Dairy, Bakery, Bars & Confectionary, IFF, South Africa

Abstract

What are the main drivers of new product development in South Africa? Rising food costs in a struggling economy has driven food manufactures to reduce the cost of the formulations over the last few years... ..and this was before COVID-19. The impact of COVID-19 on our economy has created a fresh wave of cost reduction project briefs.

But how does one further reduce the cost of a product after years of cost reduction exercises? This requires an innovative approach to affordability and South Africans have been up to the challenge. In this presentation, we will look at some of the innovative ways food manufacturers are achieving affordability, beyond just cost reduction.

Biography: Brett Wordon

Brett graduated with a Master's Degree in Food Technology in 2005 and began a journey into the world of New Product Development (NPD). Today he still remains in NPD, working at International Flavours and Fragrances as a Group Leader in Creation and Design.

Brett has partnered with many food manufacturers across Africa, to develop innovative food solutions for our unique continent. His previous work history at DuPont, Nampak R&D, Rhodes Food Group and Tigerbrands provided him with much experience across several product categories.