**Essential Question:** How are new candy products created?

**Engagement Scenario**:

The candy industry is booming. According to the National Confectioners Association, “U.S. confectionary sales accounted for $29.4 billion, where 25% of confectionary spending happens around four major holidays – Halloween, Easter, Christmas, and Valentine’s Day.” A local candy company read this data in a recent publication and is eager to increase business at their local shop. To increase revenue, the owners of the candy shop have asked you to develop a new product, which they would like to unveil in time for the major candy holidays. While chocolate represents approximately 60% of all confectionary sales in the U.S., the owners are willing to sell any type of confectionary (e.g., gummy, chocolate, hard candy, caramel, etc.) that will increase sales.

Your team will identify an existing candy product and determine how to change the product so that it can be sold as a new product. To do this, your team will develop a new product strategy and a prototype of the new candy product, which will be evaluated by the “candy shop owners”. To accomplish this task, your team will research how candy is made including the chemistry of candy, candy ingredients from the farm to the table, as well as the marketing aspect of product development. Your team will also conduct a number of experiments to learn about the science behind candy. Once you have identified the type of candy product you plan to create, your team will cook the candy product.

Your team will create a package including the name, nutrition information, ingredients list, health claims (if any), price, and logo. The product should be geared towards a specific target market. You will also create a sales pitch to sell your product to the “candy shop owners”.

Your team will then present your candy product and commercial to the “candy shop owners”, who will conduct a sensory analysis of the candy and select their favorite product, which will be sold in their shop.