This Center was initiated by the faculty of the department of Food Science and Technology in the College of Agricultural and Environmental Sciences and associates of the University of Georgia. It is internationally recognized for development of innovative food products and discovery, and for implementation of cutting-edge science and technology.

The Center forms a strategic alliance with external marketing, technology, and engineering groups to help food companies take a new product from conception, through consumer research, formulation, prototyping, shelf-life analysis, and market launch. The Center is guided by reliable consumer preference analysis and driven by client food company profit goals. It has a fully established international network of contacts and databases with which it serves new and established food companies.

For more information, visit our website:

www.foodpic.uga.edu

The University of Georgia is a unit of the University System of Georgia. The University of Georgia is committed to principles of equal opportunity and affirmative action.
The Food Product Innovation and Commercialization (FoodPIC) Center assists companies in developing new food products efficiently and economically. The Center facilitates commercialization of food products by providing intellectual resources and physical facilities for both start-up ventures and existing food companies.

The Center is located in Griffin, Georgia on the University of Georgia Griffin Campus. It is about 30 miles south of Atlanta’s Hartsfield-Jackson International Airport.

**Services:**

Tapping into the research and educational capacity of the University of Georgia, the Food Product Innovation and Commercialization Center works directly with food and marketing enterprises to help launch great products. Using sophisticated facilities, FoodPIC clients benefit from assistance and expertise in the following areas:

- Food Product Development
- Packaging and Processing Engineering
- Storage and Shelf-Life Evaluation
- Sensory and Consumer Testing
- Market Planning
- Local, National, International Market Access and Development

Faculty and professional affiliates possess internationally renowned expertise in a comprehensive array of food science, technology and marketing disciplines.

**Faculty**

- **Dr. Jinru Chen**  
  Food Microbiology and Safety, Microbial Shelf Life
- **Dr. Manjeet Chinnan**  
  Food Processing and Engineering
- **Dr. Yen-Con Hung**  
  Food Engineering and Safety, Shelf Life Testing
- **Dr. Dixon Phillips**  
  Food Chemistry, Extrusion Technology
- **Dr. Koushik Adhikari**  
  Consumer and Sensory Science

**Affiliates**

- **Mr. Mark Thomas**  
  MDT, Ltd.  
  Research Chef
- **Center for Agribusiness and Economic Development at CAES/UGA**