Abstract
This article shows the way in which the company «Grupo IAN» has developed a new product. This firm is characterized by its continuous evolution, not only in its organizational structure, but also in its competitive strategy, its targets, or the category of products that the company manufactures and commercializes. With this case study we illustrate how a company in the food industry is coping with the new trends in food habits. We describe the process and the stages in the product innovation, and the main challenges that this company has faced in this process.

Keywords
Innovation, New Product Development, Food Industry, Case Study.