



CARMEL COLLEGE

Act justly, love tenderly, walk humbly with your God – Micah 6:8



FUDGE GLUTEN FREE DAIRY FREE VEGAN DELICIOUS



ISSUE:

Angel Food is a small company that makes products free from dairy, eggs, meat and GE but bursting with love, perfect for vegans or vegetarians and designed for maximum enjoyment and minimal food intolerance. We found that there are limited options on the market for sweet vegan products so we decided to create a decadent delight - vegan fudge.

AIM:

To develop a convenient and innovative vegan product that has the potential to be produced by Angel Food Ltd. The product must complement Angel Food's existing product range. The product must be vegan, taste great and appeal to our defined target market.

METHOD:

- Researching the current market to identify a gap.
- Benchmark trials to determine attributes of traditional fudge recipes.
- Disassembly of existing market products.
- Ingredient research for vegan alternatives.
- On-going trialling of vegan fudge formulations.
- Consumer research to determine acceptability.
- Concept development for flavour profiles.
- Packaging design and development.
- Final production of product.



PROBLEMS ENCOUNTERED:

- Sourcing suitable substitute ingredients, e.g. the condensed milk and chocolate.
- Eliminating two step processes to make commercially feasible.
- Sourcing cost effective ingredients.
- Achieving an appropriate water activity to ensure shelf life.

DESIRABLE PRODUCT ATTRIBUTES:

To have similar attributes to original fudge:

- Smooth.
- Creamy.
- Sweet.
- Range of flavours.

In addition it should be

- Vegan and dairy-free.
- Available in a range of flavours.
- Appealing for consumers - both vegan and non-vegan.
- Packaged appropriately.

Final Outcome:

Our product is a range of flavoured vegan fudge. It has a smooth and creamy texture and looks appealing.

The product will be packaged in an airtight, eco-friendly and stylish pack, perfect for a gift or anyone who wants a sweet treat.

Acknowledgements:

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