



Rocky Road Works

Jess Abbey, Chloe Abbey, Alexis Hill and Alyssa Cabingan

Issue

From our research we have identified that there is a gap in the market for freeze dried meals, in particular desserts targeted at children.

Aim

To develop an innovative and nourishing product that is easy to prepare by adding water to the pack. The final product will be aimed at children aged 6-12 years to be consumed while tramping, hiking and/or camping to boost and sustain their energy levels.

Method

- Investigation of current market products.
- Technical research of potential recipe, ingredient and flavour ideas.
- Trialling and testing recipes to give us ideas on what we could produce.
- Trialling different dehydrated mixes to decide if we would make a breakfast, lunch, dinner or dessert product.
- Making and passing out surveys to our target market, (children 6-12 years).
- Researching freeze dried dessert mixes (because that was what we finally decided to go with).
- Trialling different dessert recipes and dehydrating them.
- Final production of product.
- Final production of packaging and labeling.



Initial Product Attributes

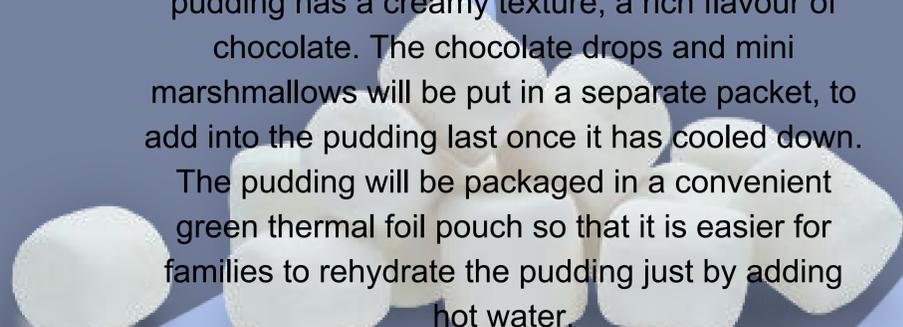
- Targeted towards children aged from 6 to 12 years
- Safe to be consumed
- Innovative and nourishing product
- Creatively packaged and marketed
- Dessert inspired
- High quality ingredients/product

Problems Encountered

- Making a decision what type of meal we would aim for.
- Deciding which target market we were going to aim our product to.
- Sourcing the right ingredients for the recipe and trying to calculate the right portion sizes.
- Not having access to freeze drying equipment so we had to dehydrate our product instead.
- Deciding which recipe idea we were going to use.

Final Outcome

A Rocky Road pudding for children who go on tramps and camping with their family. The pudding has a creamy texture, a rich flavour of chocolate. The chocolate drops and mini marshmallows will be put in a separate packet, to add into the pudding last once it has cooled down. The pudding will be packaged in a convenient green thermal foil pouch so that it is easier for families to rehydrate the pudding just by adding hot water.



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