

free

OPPORTUNITY:

Research into lactose free frozen desserts showed a need for a rich, creamy ice cream like product. The texture of many existing products is thin, watery and icy and flavours are limited. We are motivated to develop a unique creamy lactose free frozen dessert in a range of flavours. We want this product to appeal to not only those within the lactose free market, but also those with normal dietary requirements.



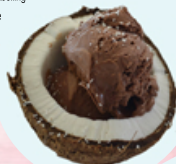
AIM:

To develop a premium frozen dessert for lactose intolerant consumers. The product will align with Tip Top's current ice cream range as well as being vegetarian, palm oil, gluten and egg free, using only natural colours and flavours.



INITIAL PRODUCT ATTRIBUTES:

- Complement Tip Top's current range
- Lactose, palm oil, gluten and egg free
- No artificial colouring or flavouring
 - Vegetarian
- Convenient for Target Market and the general public
- Great taste and texture, smooth, creamy, velvety
- Visually appealing product and packaging
 - Premium quality
- "Free" from worry – clear labelling to express Lactose-free



PROCESS

Investigate and explore the context
Undertake market research of existing products
Generate initial conceptual ideas

1. Define a target market; survey for responses to possible solutions
2. Technical research into the science of ice-cream and the function of ingredients
3. Test and trialing base formulations, flavours and inclusions
4. Stakeholder feedback through sensory testing
5. Modification of formulation for prototype
6. Further feedback
7. Packaging ideas and functional modelling
8. Final prototype production

CHALLENGES ENCOUNTERED

- Perfecting formulation
- Overcoming time constraints for each trial and trial deadlines
- Narrowing down flavour range
- Deciding on appealing packaging design and name
- Overcoming freezer burn and icy texture

FINAL OUTCOME:

Two premium lactose free ice cream alternatives.

MOCHACINO
CHOCONUT.

New Zealand made product for lactose intolerant customers.

Product has the potential to be further developed and produced by Tip Top's Factory

MANY THANKS TO:

Our ambassadors: Esraa El Shall & Isabel Buerschgens; Our sponsors; Our teacher: Judi Delbridge; Our technician: Teresa Douglas; CREST; Futureintech; NZISFT

MEMBERS

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