

# Blushing Brownie

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## Issue:

After scoping the market we came to the conclusion that there is a gap in the market for an indulgent gluten free snack.

## Aim:

To develop the ultimate gluten free brownie that has been missing from the indulgent section of the market.



## Method:

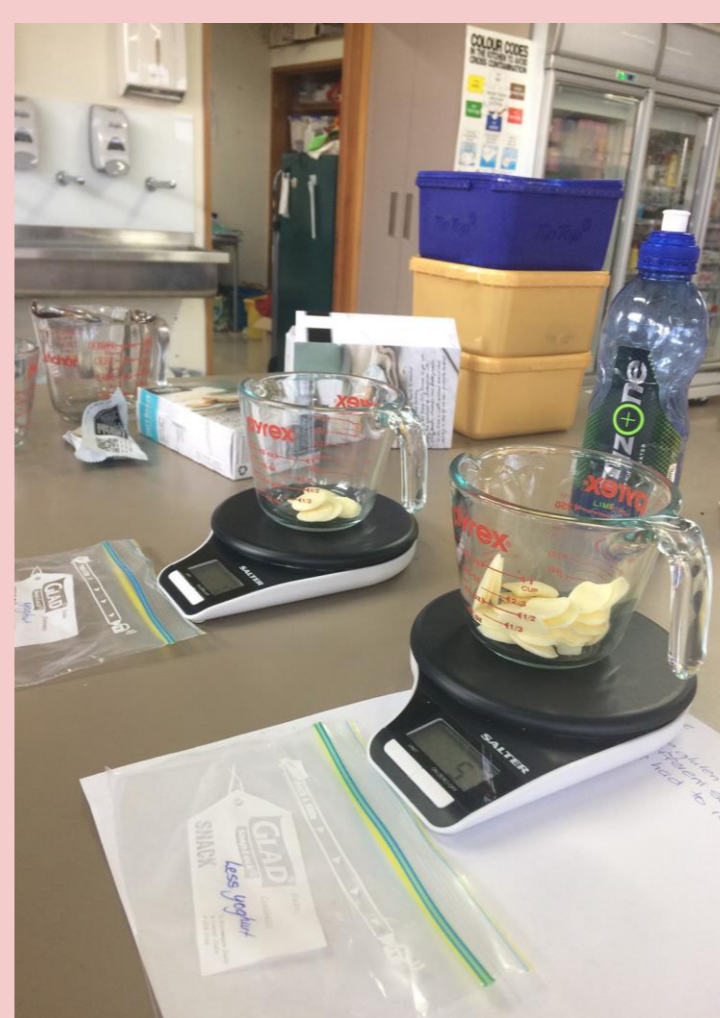
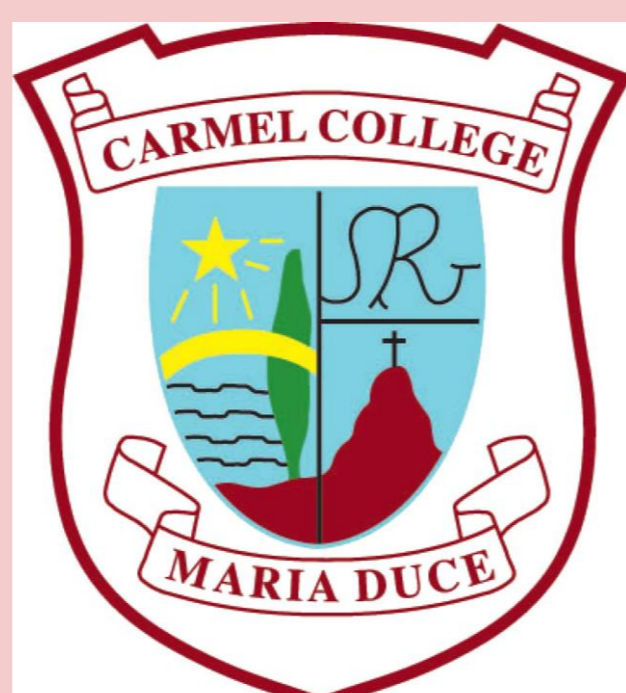
- Investigation of current market products.
- Researching trending flavours, ingredients and trialling potential recipes.
- Researching dietary needs and looking at existing food products in specific markets.
- Trialling gluten free cakes and bars to make a final decision.
- Surveying people in our target market group.
- Testing ingredient alternatives.
- Monitoring water activity to make bars shelf stable.
- Investigating red colouring options to ensure stability while baking.
- Final production of product, packaging and labelling.

## Problems Encountered:

- Consistency of product.
- Appealing taste.
- Perfecting texture & density.
- Complementing our rich flavour with a blushing drizzle
- Perfecting the production process.

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## **Special Thanks To:**



## Final Outcome:

An indulgent, gluten free brownie with a blushed raspberry drizzle, aimed at people 16 and over. The first product from us to the gluten free community.

