Many teenagers are reaching for a snack high in sugar, fat, and carbs. We believe there is a gap in the market for a healthier protein snack that would appeal to sporty teenagers. This on-the-go snack would increase their daily protein intake and help to sustain them for school or sporting activities.

### Initial Product Attributes
- Complement Tasti’s existing product range
- Have a unique selling point
- Safe to eat
- Contain no peanuts or tree nuts
- Appeal to teenagers
- Able to meet New Zealand nutritional protein claims

### Overcoming Challenges
- Finalising an innovative product concept that would fit with the issue and target market’s interest.
- Selecting the most suitable protein-based ingredients due to our no nut constraint.
- Balancing the wet to dry ingredient ratio.
- Achieving consistency with product shape, size, colour and thickness.
- Deciding which flavours work best with the base ingredients and meet for our target market.
- Overcoming time constraints for trials and final deadlines.

### Method
- Market research of current snack trends and existing snack products.
- Initial idea brainstorms.
- Technical research of protein sources, such as chickpea, soy, and hemp.
- Consumer research to determine key stakeholder preferences.
- Ongoing trials and evaluations to test ideal ingredients, flavours, texture, and thickness.
- Calculation of protein levels.
- Sensory to determine acceptability
- Final formulation and nutritional analysis.
- Packaging and labelling development.
- Final Prototype.

### Outcome
Protein-based chickpea ‘snackers’ for on-the-go teenagers inspired by a range of popular hummus flavours.

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