



# CHICKPEA CHICKS

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## Issue

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.

## Aim

To develop a novel snack for a defined target market group. The product must complement Tasti Products' existing range. The product must taste great and appeal to the target market. The product must have a unique selling point and reflect current nutritional issues.



D				
(g)	Weight %	Protein %	Total Protein (g)	Pro.
177.0	74.00%	19.0	33.6	
15.0	6.28%	6.0	0.9	
9.0	3.77%	22.8	2.1	
21.0	8.79%	50.0	10.5	
15.0	6.28%	0.0	0.0	
2.0	0.84%	0.0	0.0	
239.0	100.00%		47.1	

g				
Weight of ingredients (g)	Weight %	Protein %	Total Protein (g)	Serving Size (30)
372.0	71.15%	19	70.3	
23.0	4.42%	6	1.4	
32.0	6.15%	22.8	7.3	
2.0	0.38%	0	0.0	
2.0	0.38%	0	0.0	
1.0	0.19%	0	0.0	
20.0	3.85%	50	10.0	
6.0	1.15%	0	0.0	
17.0	3.27%	36	6.1	
7.0	1.35%	0	0.0	
11.0	2.12%	0	0.0	
100.00%				



## Method

Market research of current snack trends and existing snack products.

Initial idea brainstorm.

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.

## 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.

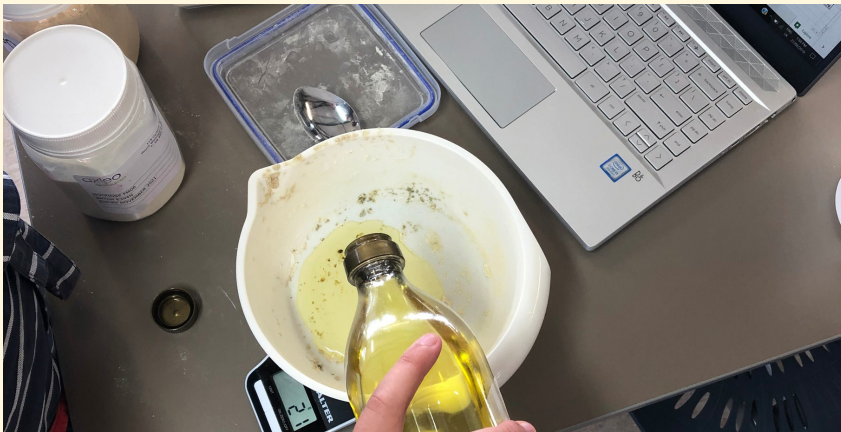
Selecting the most suitable protein-based ingredients due to our no nut constraint.

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.



## Outcome

Protein-based chickpea 'snackers' for on-the-go teenagers inspired by a range of popular hummus flavours.

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