

# Edgy Veges



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## Veges that you actually WANT to snack on!



### Issue

From ongoing research, supermarket trips and consumer feedback, our team has come to the realisation that there is a gap in the market for healthier, savoury snacking products for teens and young adults.

### Aim

To develop an innovate savoury party snack that fits with Tasti's product guidelines and appeals to young adults.



### Initial Product Attributes - the outcome must:

- Complement Tasti's existing product range
- Have a unique selling point
- Be safe to eat
- Address a current nutritional issue
- Offer a healthier alternative to current party snacks
- Appeal to young adults
- Maintain quality at ambient temperature



### Product Development

- Research to identify an issue and market gap
- Generation of initial ideas
- Consumer research to build a target market profile
- Initial trials to determine technical feasibility
- Ingredient research on how to improve nutritional value
- Formulation and flavour combination trials
- Packaging design and labelling
- Final prototype production

### Overcoming Challenges

- Overcoming time constraints for trials to meet deadlines
- Inconsistency and uneven baking of pita dough
- Achieving a low water activity for shelf life stability
- Choosing complementary flavours and seasonings
- Sourcing ingredients for powders & purees
- Accomplishing perfect sensory attributes for texture, colour and taste

### Outcome

A convenient bite sized, vegetable based pita crisp for older teens and young adults - a tasty snack for sharing!

Available in a range of three **EDGY** flavour combinations:

**Beetroot, ginger and fennel**

**Sweet potato, lemon and cumin**

**Spinach and basil**



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