 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.

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

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

Acknowledgements
Sandy Goonan, Juliet Clarke and Vailau Situ’a from Tasti Products, Jenny Dee from NZIFST, Jessie McKenzie from CREST, Vladimir Blazek from ADM, Domnic Lobo and Tristan Molloy from Alchemy Agencies, students and staff from Carmel College.