

HEART OF THE MEDITERRANEAN

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ISSUE: Millennials/Gen Z are constantly looking for new and fresh ideas, they are also very trend driven and will buy what is popular on the market at the time. Our research has enabled us to see that there is a gap in the NZ market for a uniquely textured ice cream and Tip Top needs to keep up with international competitors such as Ben and Jerry's. We want to bring a fun element into our ice cream and give consumers a fresh, new, ice cream that they love so much they want to take photos to post on Instagram.

AIM: To develop an instagrammable ice cream that will appeal to Millennials/Gen Z. The outcome needs to be exciting, beautiful to look at and delicious to eat. It must have a unique selling point, something that will make it different to what is already being sold on the NZ market.

METHOD:

- Scoping the market - finding a gap in the market and figuring out what is trending overseas.
- Looking at the amount of 'likes' ice cream has on Instagram, in order to know what is popular to our target market.
- Technical research - initial trials - testing different recipes in order to create a unique texture.
- Market research - parlour visits and product disassemblies to find out what other uniquely textured ice creams are already in the NZ market and how they were served.
- Consumer research - researching what they value, what ice cream they are interested in and sending out a survey.
- Concept development - further trials and experimentation for texture, flavours and presentation.
- Prototype development - final flavour combinations and presentation.

ISSUES ENCOUNTERED:

- Figuring out how to create a uniquely textured ice cream and whether it would appeal to our target market.
- Developing a 'stretchy' ice cream mixture - our trials lost its stretchiness once it was frozen.
- Choosing the best starch for creating a 'chewy' texture.
- Making sure our ice cream meets the legal definition of ice cream, with at least 10% milk fat.
- Finalising flavour combinations that complimented each other.
- Deciding how to present and decorate our ice cream in order for it to be "instagram worthy."
- Ensuring that our final outcome, the flavours and decorations all match our Mediterranean theme.



INITIAL PRODUCT ATTRIBUTES: - The Outcome will:

- Be a uniquely textured ice cream.
- Be Instagramable.
- Appeal to Millennials/Gen Z.
- Use ice cream as a focal point.
- Have the ability to be made in the Tip Top factory
- Have the ability to be assembled in less than 5 minutes in a Tip Top and Kapiti parlour environment.
- Contain an element of surprise.
- Be based around a Mediterranean theme.
- Be safe to consume.
- Comply with Tip Top's legal standards of egg free, palm oil free and natural colours and flavourings.



FINAL OUTCOME:

A chewy textured ice cream incorporating flavours from the Mediterranean. Heart of the Mediterranean ice cream is available in ice cream parlours and is perfect for Millennials/Gen Z due to its "instagram worthy" attributes. It's unique characteristics are exciting and will be enjoyed by all - especially those who love trying something new!

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