



# KUMARA KAI

**Bella Leddy**

**Molly Cunneen**

## Issue

We have identified that there is an issue with young adults reaching for sugary, fatty and processed snacks. We believe there is a gap in the market for a healthier and filling snack that will appeal to young adults who are busy and on the go - a sophisticated snack that does not give that “kids lunch box” feel.

## Aim

To develop an innovative snack product for young adults that will complement the existing Tasti range. It is essential that the product tastes great, has a unique selling point and has at least one nutritional claim. We would also like to incorporate an ingredient from 150 years ago, to celebrate 150 years of CREST.



## Method

1. Market research into the current products and trends to identify gaps in the market
2. Initial idea generation
3. Consumer research to identify target market and receive stakeholder feedback
4. Technical research on the use of kumara
5. Research of nutritional claims and potential flavour combinations
6. On-going trials and evaluations to test ingredients, flavours and syrup formulations
7. Final formulation and flavour combinations
8. Final packaging ideas and designs
9. Final sensory to validate prototype
10. Final prototype

## Initial Product Attributes

- Must compliment the existing Tasti range
- Must have a unique selling point
- Must have at least one nutritional claim
- Must be convenient
- Must taste great
- Must be shelf stable
- Must appeal to young adults
- May incorporate an ingredient from 150 yrs ago



## Problems Encountered

- Finding an appropriate way to effectively incorporate kumara into the product and keep the original flavour
- Refining an open brief in order to make decisions on which direction to go in
- Overcoming time constraints for trials and deadlines
- Achieving an acceptable water activity level
- Sourcing raw ingredients to make the product more commercially feasible
- Sourcing local New Zealand ingredients such as Horopito, Kawakawa and Wakame
- Respectfully incorporating Māori design into our packaging



## Final Outcome - Kumara Kai

A bite sized kumara snack, highlighting local New Zealand ingredients, for older teens and young adults who are constantly on the go. Available in a range of three flavour combinations:  
**Horopito, Kawakawa and Wakame**

**Acknowledgements:** Sandy Goonan, Juliet Clarke and Eelaine Yeoh from Tasti Products Ltd, Ruth Leary from ADM, CREST, NZIFST, Proper Chips, Isabel Buerschgens from Sensient Colours and Flavours, and Staff and Students from Carmel College

