

# Mod Pods

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## Issue:

Teenagers have limited time to focus on meals or snacks they provide for themselves - they tend to grab anything that is convenient, fast and they know will taste good. The NZ market lacks healthier food options, especially those with higher vegetable content, that appeal to teenagers. Vegetable-based products for teenagers are important as both child and adult obesity rates have increased substantially in the last 10 years.

## Aim:

To create an innovative and convenient vegetable-based product targeted towards teenagers to help increase their daily vegetable intake, (3+ a day). The product must contain at least 3 New Zealand grown vegetables, whilst still having a unique selling point and be unlike any other on the NZ food market.



## Initial Product Attributes - The outcome must:

- contain at least 3 NZ grown vegetables
- be safe to eat
- be unique and different to current products on the market
- taste good and be appealing to a teenage target market
- address a current health trend
- have a Health Star rating of at least 3.5

## Method:

- Research to identify trends and a market gap
- Brainstorming to generate initial ideas
- Field trip to familiarise ourselves with NZ vegetables
- Survey target market to obtain consumer preferences
- Ongoing trials and evaluations to develop product concepts
- Sensory testing to validate with final concept
- Packaging and nutritional labelling research
- Production of final prototype



## Overcoming Challenges:

- Establishing which initial idea would best address our issue and aim
- Determining which food trends to focus on
- Choosing between a snack or meal product
- Selecting the most appropriate NZ vegetables whilst taking into account consumer preferences, cost, seasonality and flavours
- Working out how to get consistency in pod texture, size and shape
- Finalising ethnic flavourings to ensure vegetables, hummus and seasonings complimented each other



## Outcome:

A tasty combination of hummus and vegetables, in a range of different ethnic flavours, contained inside a pita pod.

**Podsositively delicious!**

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