

# KUMARA CHEESECAKE

## AIM:

TO DEVELOP A NOVEL BAKERY PRODUCT USING AT LEAST ONE INGREDIENT (EITHER KUMARA, WHEAT OR BERRIES) WHICH WAS CONSUMED IN NEW ZEALAND 150 YEARS AGO, THIS INDICATES A LINK BETWEEN THE PAST AND THE FUTURE.

## FINAL PRODUCT:

- A HEALTHIER AND LOW SUGAR CHEESECAKE WITH KUMARA BROWNIE
- NO ARTIFICIAL FLAVOURS, ADDITIVES OR COLOURS

## PRODUCT ATTRIBUTES:

- HAVING ONE INGREDIENT CONSUMED IN NEW ZEALAND 150 YEARS AGO
- DIFFERENT FROM THE CURRENT SUPERMARKET PRODUCT RANGE

## ITERATIVE PROCESS:

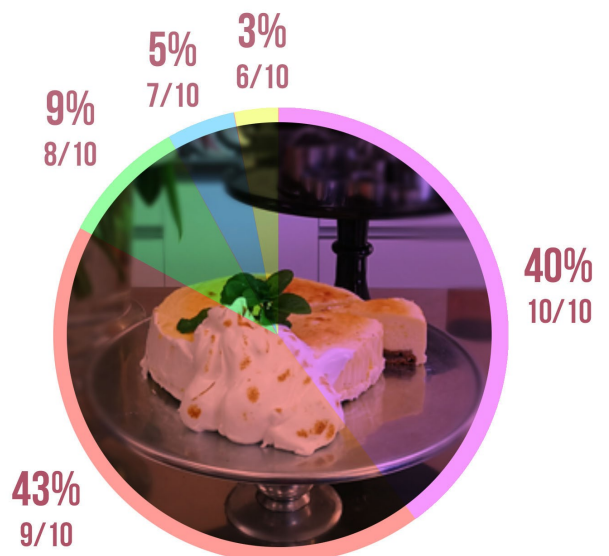
- RESEARCHING EXISTING PRODUCTS ON THE MARKET
- GENERATING INITIAL IDEAS BASED ON RESEARCH
- GATHERING FEEDBACK AND SCREENING IDEAS
- TESTING AND TRIALING FOLLOWED WITH FEEDBACK
- DEVELOPING AND REFINING IDEAS
- FINAL PROTOTYPE

## ISSUE:

BY 2050 IT IS PREDICTED THAT THE WORLD WILL HAVE A POPULATION OF 9 BILLION PEOPLE. THE AVAILABILITY OF FRESH WATER AND FOOD SOURCES WILL BE THREATENED.

## CHALLENGES FACED:

- DETERMINING THE BEST WAY TO APPROACH PROBLEMS
- THE CHEESECAKE NEEDS BE REFRIGERATE FOR FOUR HOURS



STAKEHOLDER FEEDBACK  
RATING OUR CHEESECAKE OVERALL

ANNIE XU & LINDA HU