



ISSUE:

Beverages present in market are high in sugar and low in protein and fibre. Recent focus on the amount of sugar we eat has provoked consumers to look for product with reduced sugar and that can deliver protein, fibre and the nutritional values into actual shakes.

AIM:

Develop a healthy beverage that can provide energy and nutrients to teenagers during Sports and school days. This beverage can be suitable for either breakfast, lunch or as a snack.

METHOD:

- Researching existing sports beverages on the market and identifying the gap
- Generating initial ideas based on research
- Gathering feedback through surveys
- Testing and trialling to perfect the correct formulation
- Sensory testing to determine flavor preference followed with feedback
- Developing and refining ideas
- Final prototype



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DESIRED FEATURES:

- Zero caffeine
- High in protein
- Suitable as a snack, breakfast or lunch
- Unique brand name
- No added sugar
- High in fibre
- See through
- Plant based

CHALLENGES FACED:

- Determining the best way to approach problems.
- Figuring out how to create a healthy beverage low in sugar that would appeal to our target market.
- Finalising flavour combinations that complimented each others.
- Understanding nutritional claims and calculating percentages of each ingredient.
- MAGS is arguably the top sporting school in NZ, to no surprise it was very hard managing our meetings due to all of us being involved in sports.

FINAL EVALUATION:

Pro-Teen was successfully developed with a good acceptance from consumers to the final product. All factors regarding product development are covered including the HACCP analysis, shelf life, pricing analysis and packaging design. For further development we would want to get the microbe testing done and broaden flavour combination.

PACKAGING:



Acknowledgments: Abigayl Ayo & Kimberly Munemo(Mentors), Bharat Makan(Sponsor), Blanche DCunha(Teacher), Staff of Mount Albert Grammar School



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