

ARCTIC PRO FROZEN DESSERT

The Herd

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PROJECT BRIEF

To develop a dairy dessert or snack food maximising the use of A2 protein skim milk with the following product attributes or characteristics:

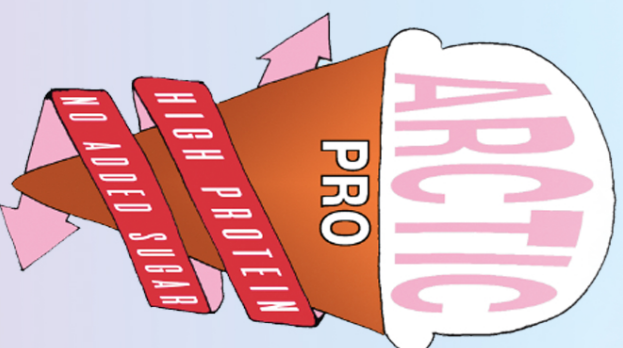
- low calorie,
- low fat,
- no added sugar,
- high protein

To satisfy the target market the product must:

- meet the needs of health conscious people who are interested in the foods fit into a "better for you" category by complying with the product characteristics above,
- meet the needs of those requiring a restricted diet eg diabetics,
- meet the needs of the ageing population with an easy to digest source of protein,
- be delicious and an allowable treat food,
- be a single serve to aid in portion control requirements to help meet the above requirement.

There is the following support from Appleby Farms:

- raw material supply of A2 protein liquid skim milk and other required raw materials
- use of Appleby Farms product development facilities
- use of Appleby Farms manufacturing facility



CHALLENGES AND LEARNINGS

- The team changed their product from the original idea of a milk drink to a frozen dessert to work within the capabilities of the factory
- Finding time when every member of the team was available for factory visits and meetings
- Determining the best way to approach challenges
- Melt rate made consumer preference testing difficult as we didn't come prepared with a cooler to store our product in, meaning by the time the final people tasted our product it had melted
- Sticking to the brief in order to meet target market demand

END RESULT

The team has successfully created a product that is appealing to their target market. The final product meets all aspects of the Final Brief including the ingredients that need to be included. The team has also learnt and gained valuable skills in terms of both product development processes as well as the design process. They have also learned skills around how to write a formal report, which will be useful to all team members in the future.

CONSUMER PREFERENCE TESTING

The team developed a survey in order to discover the consumers preference concerning our product was in terms of taste, texture and appeal.

Would you buy this product?



Yes No

Preference



Vanilla Hazelnut Ginger

CONCLUSION

The results obtained show that 81% of people would purchase this product to help aid with exercise recovery. This indicates that the team has successfully produced a post exercise snack for athletes.

PROJECT SUMMARY

The team produced a high protein frozen dessert similar to ice cream, that also has less than 10% sugar. The team came up with this idea as a result of market research. There is a gap in the market in terms of the products available for healthy ice cream alternatives. By creating a product to fill this gap in the market the team will be making an option for people wanting to have a healthy alternative for post exercise recovery. As the final product was being formulated the team learned about alternatives for sugar such as Apple Juice Concentrate and Xylitol as well as protein enhancing collagens like Peptan. The team found that it was important to achieve a balance between the sugar levels and the flavour of the product, making sure that it tasted nice and could still be considered low sugar. This is why the team aimed to avoid using ingredients that were high in sugar to flavour the final formulation.

ACKNOWLEDGEMENTS

The team would like to thank everyone that contributed towards helping us complete the 2018 CREST/NZIFST student product challenge.

