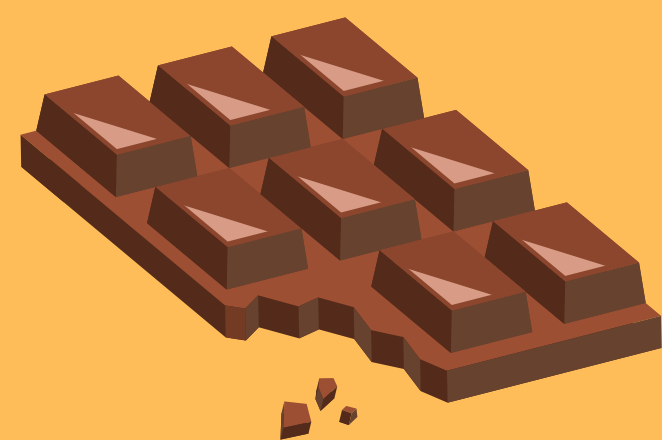


Kiwiana Sweet Treats

SERA BOYD & PORTIA MCKAVANAGH

INITIAL PRODUCT ATTRIBUTES

- Be able to be replicated in a small production line i.e Devonport chocolate factory room.
- Represent New Zealand's kiwiana culture.
- Incorporate classic kiwi desserts Meet food safety regulations.
- Contains only natural flavours and/or colours.
- Presented in a format that you would find in a souvenir shop.
- Shelf stable (stored at ambient temperature)



THE AIM

We aim to have created a filled chocolate that has moved away from the basic flavours and aimed to create a representation of an iconic kiwi sweet treat or dessert in a bite-sized filled chocolate. The chocolate must contain a unique extract typical to New Zealand. Contain only natural flavours and/or colours. Be a complete filled chocolate, not just the filling. Must also be shelf-stable.



THE ISSUE

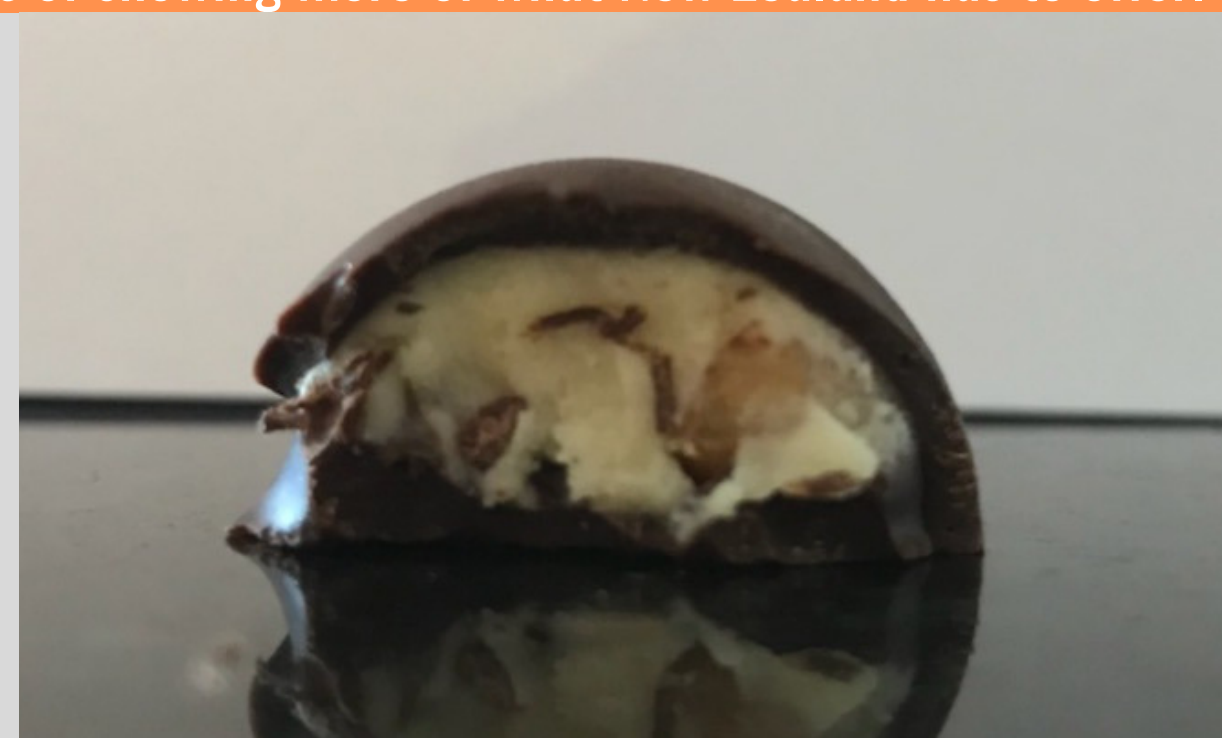
When travelling tourists almost always look for gifts to take home to family and friends. A popular option is chocolate. The range of chocolate flavours we offer in our tourist shops is very small mainly consisting of the same two flavours, kiwifruit and Manuka honey. We would like to challenge the market to start creating new flavours that represent more of New Zealand's culture. We want to develop a kiwiana inspired chocolate using flavours from classic kiwi treats in hopes of showing more of what New Zealand has to offer.

CHALLENGES WE FACED

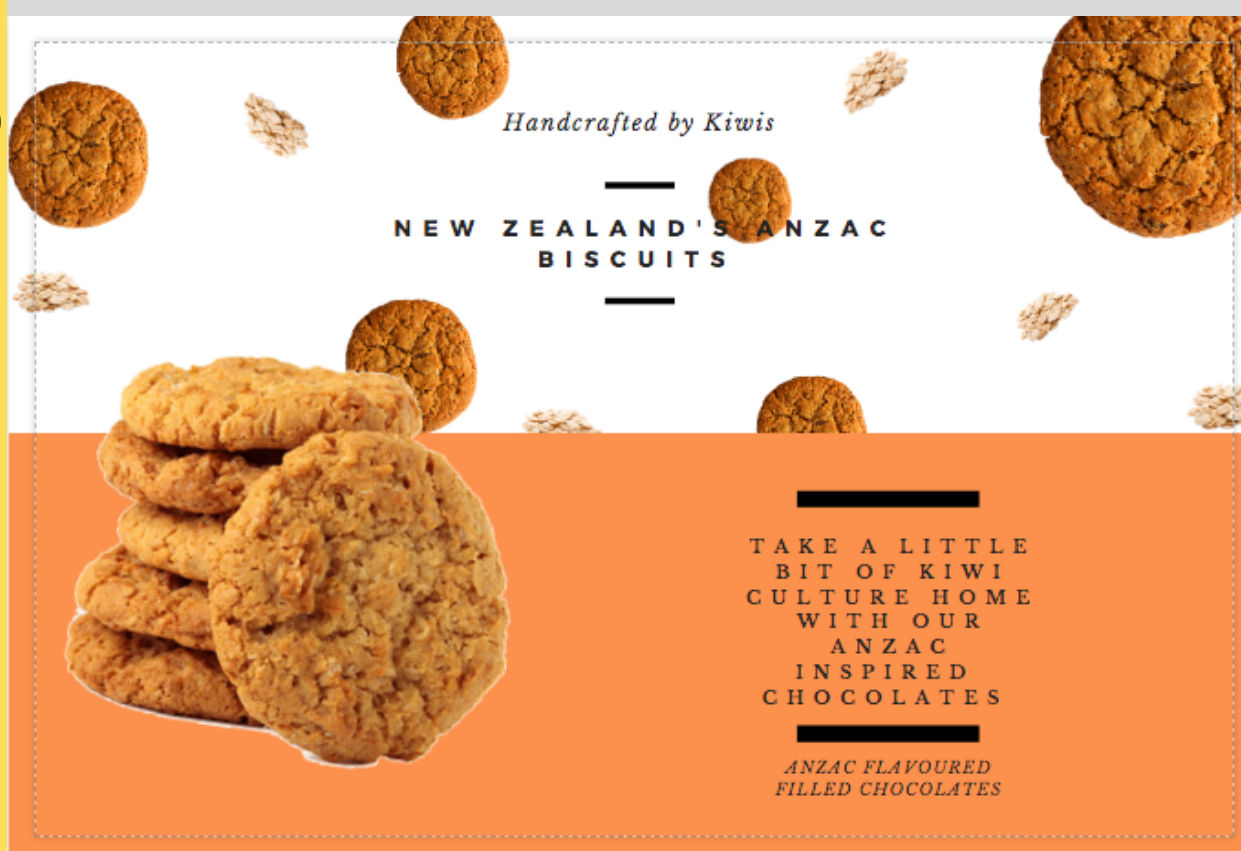
- Learning how to temper chocolate correctly to insure we were able to create a quality chocolate product.
- Creating flavours that meet food safety qualifications.
- Trying to get a smooth finish when capping our chocolate shells.
- Having only 2 members to complete the project.
- Finding the time in class to make the chocolate to limit the risk of pathogens and other biological hazards. (We took time after class to create them in one go to save time and insure food safety requirements were followed)



ANZAC BISCUIT



HOKEY POKEY ICE CREAM



METHOD

- Background Research, Finding gaps in the market and what the trends have been with artisan chocolates.
- Market research, Visit to Devonport chocolates to learn how they make chocolate and what they do to make new and exciting flavours. Skill work, tempering and making chocolate, so we were ready for trials.
- Consumer research, conducting a survey for our target market to fill out. Giving them some of our concepts to see what they would like.
- Technical research, initial trials - testing different filling recipes to create shelf stable products with unique flavours.
- Concept development, further experimenting and trials for our chocolate fillings.
- Prototype development- final formulations and packaging.

FINAL OUTCOME

- 2 brand new filled flavoured chocolates inspired by the flavours of Kiwiana culture.
- Something exciting and new is now on the market for tourists to take home as gifts or for themselves to enjoy.
- Shelf stable chocolates that represent the iconic kiwi classics of ANZAC and Hokey Pokey ice cream.



Special thanks to our mentors Sarah Leakey and Mitchell Thompson, our teacher Sophie Enefer and the rest of our sponsors.



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