

# GINGERBREAD BUTTER

BY YOUR BUTTER HALF

## THE JOURNEY

Existing product research...  
Who are my competitors?  
What is missing in the market?



Initial ideas brainstormed...  
Wow! There is a gap in the market on flavoured artisan butter.



Generating surveys and gaining feedback on target markets opinion.



Testing and trialling of butter flavours... our focus group initiated here.



Refining ideas from testing... developing the final prototype and designing packaging.



Final prototype delivered.

## SITUATION

"With enough butter, anything is good" – Julia Child.  
Butter has been a staple in the human diet across many generations. A growing demand for artisan, authentically produced butter has hit the markets running. With the unending evolution of flavours and combinations, families and foodies are subconsciously on the search for a flavoured butter.

## AIM

To produce an artisan flavoured butter to be sold on the market targeted at middle-aged men and women. It will be served in a reusable jar that will be kept in the refrigerator and therefore remain fresh. The product will be completely fair trade and organic; this means the planet will not be damaged in making the gingerbread butter. The butter will be made from organic coconut sugar, organic spices and organic cream. Therefore, the gingerbread butter will be refined sugar free which will appeal to the target market due to the current sugar-free trend in society.

## BUTTER MUST HAVES

- Mouth-watering, attention drawing and accompanies sweet foods well
- Multi-purpose throughout different seasons of the year
- Retains smooth texture, 'caramel' colour and divine flavour after storing on shelves
- Ingredients are sourced fairly and organic certified
- Packaging is sustainable towards the environment
- Targeted at middle-aged adults and foodies.

## TESTIMONIALS ON THE BUTTER:

"Nice! Don't change a thing!"

"I would sell this in my restaurant."

"It was epic!"



## FINAL PRODUCT

What better festivity flavour than gingerbread? Our final prototype; gingerbread butter by your butter half, offers a solution for adding flavour to a butter that can be used for any celebratory season. Whether it would be Easter with gingerbread butter melting on a crispy hot cross bun, Christmas on-top of a fresh mince pie, or even thanksgiving accompanying the warm pumpkin pie and scones.

## THANKS TO:

