



MOOLASSIE CREST

ROYAL
SOCIETY
TE APĀRANGI

BRIEF

BRIEF A project that involves using ginger or honey molasses to create a healthy and tasty beverage that appeals to NZ market (i.e. possibly starting with local students first).

- Develop a beverage using honey or ginger molasses.
- Beverage that will appeal to New Zealand market.
- Using honey or ginger molasses as one of the main ingredients.
- Several health and nutritional claims
- Commercial level shelf life
- Popular with local high school students
- Able to compete with other popular beverages
- Be innovative in both product and packaging sense
- Packaging must be reusable and follow the modern trends

BRAINSTORM + INITIAL IDEAS

Ginger/Honey Molasses+ single espresso shot + ice cubes
= *Cold Molasses shot*

Honey Molasses + foamed milk
= *Molasses Milk*

Honey Molasses + foamed milk + tapioca pearls
= *Molasses Bubble Tea*

Honey Molasses + foamed milk + green tea extract + chia seeds
= *Moolassie*

PACKAGING

Stage 1

Stage 2

Stage 4

Stage 3

Ingredients

- 86.5% milk
- 0.5% tea extract
- 3.6% honey
- molasses
- 9.4% chia seed

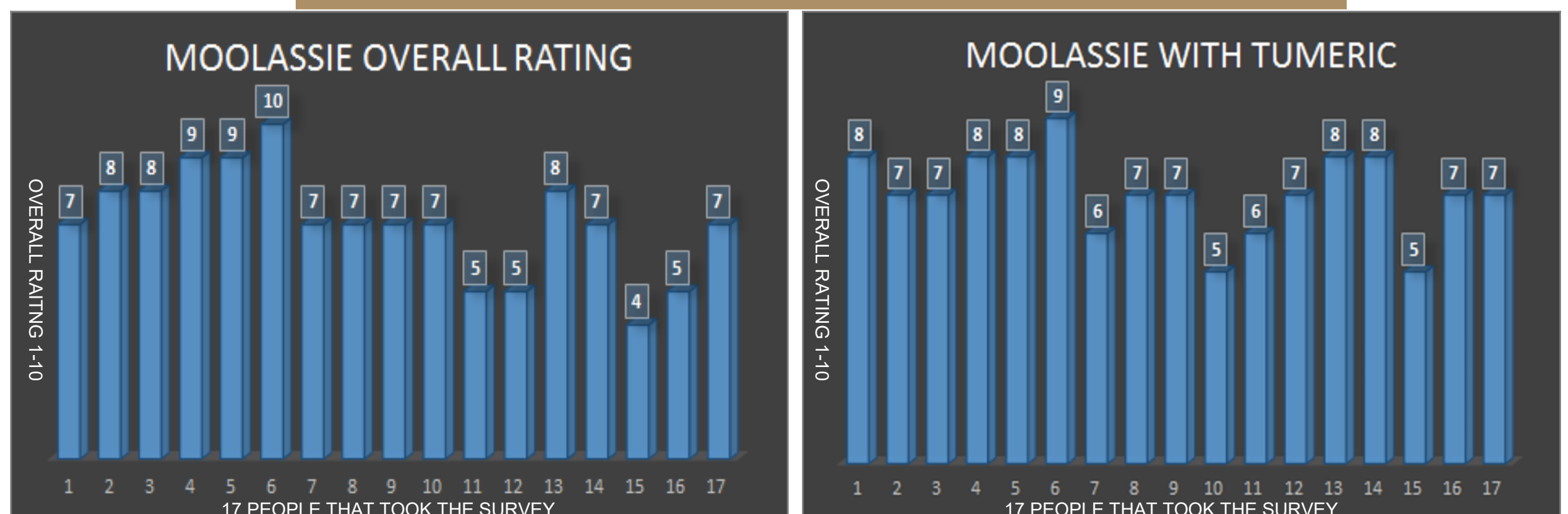
NUTRITION INFORMATION		
Servings per package:	1.00	
Serving size:	240.00 g	
	Average Quantity per Serving	Average Quantity per 100 g
Energy	1520 kJ	632 kJ
Protein	18.3 g	7.6 g
Fat, total	20.8 g	8.7 g
- saturated	9.0 g	3.8 g
Carbohydrate	21.6 g	9.0 g
- sugars	19.8 mg	8.2 g
Sodium	167 mg	70 mg

Westlake Boys High School Team: "Moolassie" by Rhemzhen Sese , Steven Park, Terence Tahumar, Holden Bai

THE TEAM



FEEDBACK



Summary

The survey with the focus group (Westlake Boys High School students and staff) indicated that both the Moolassie Original (milk, tea extract, chia seeds and honey molasses) and Moolassie with turmeric were popular. Based on the bar graph the Moolassie with turmeric had the highest overall rating (mainly by staff). However, based on our client's feedback our group came to a conclusion that the original Moolassie would be better as it is targeted towards teenagers who enjoyed the original more.

Acknowledgements:

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- Jessie McKenzie— Schools Programmes Coordinator
- Sharim Mendoza— Food Technology Teacher
- Westlake Boy's High School staff & student

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