

CHIPOTLE & LIME AIOLI



ISSUE: Our research identified a gap in the market for a wholesome home-style aioli with an added international flavour punch. Our clients can easily incorporate their favourite international flavours into home cooked meals, without the addition of unnecessary preservatives and flavour



AIM

Develop a product to add to the Heinz Seriously Good range of aiolis, mayonnaises and salad dressings. This product will be consistent with the values and premium image of the brand.

Our product will have a unique selling point of being consistent with the latest international food trends, and will also be versatile (can be used in a variety of ways to add flavor and interest to different foods.) therefore, appealing to the target market.

SPECIFICATIONS

High quality but affordable.
Free range eggs used.
Consistent with latest market trends.
Packs an interesting international flavour punch without flavour enhancers or preservatives.
Low sodium (Less than 120mg per 100g)
Packaging that fits the Heinz Seriously Good line.

METHOD

Identifying health and safety requirements
Market research of existing aioli's mayonnaises and condiments with an international point of difference.
Carrying out research and sensory evaluations on target market (18-70year-old males and females)
HACCP plan to ensure safe practices
Research and testing of microbial activity and impact of pH acidity on this.
Development of initial concepts, with qualitative evaluation of these.
Development of a shelf stable, vegan aioli and further developing this to also carry different flavor additions.
Stakeholder feedback on initial and final concepts.
Scientific research of emulsions, origins of aioli, and Aquafaba (shelf stable, chickpea based emulsion)
Final product formulation
Laboratory microbial testing carried out to ensure a safe product
Research on packaging options and labelling requirements
Final packaged, labelled product presented
Final sensory evaluation from stakeholders (client and target market)

PROBLEMS

Producing a thick aioli and formulating a recipe with a sufficient oil to egg ratio so as to avoid splitting. Original base recipe had to be reformulated numerous times.
Adapting our final product's acidity to have a pH below 4.2, in line with FSANZ guidelines for a raw egg product. Lime juice was added however this will increase our product's cost of production.
Creating an aioli with an added ingredient which didn't affect the final consistency of our product. We chose to use an oil based flavoring as it could be added in during emulsification.

OUTCOME

Thick creamy aioli with added chipotle and lime flavor, giving product an international flavor punch.
Encourages consumers to incorporate their favorite international flavors into their own dishes without the addition of artificial flavor enhancers nor preservatives.
Product has potential to be produced by Kraft Heinz in a factory scale up.

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Nutrition Information		
Servings per package:	11.00	
Serving size:	25.00 ml	
	Average Quantity per Serving	Average Quantity per 100 ml
Energy	561 kJ	2240 kJ
Protein	0.9 g	3.6 g
Fat, total	14.5 g	58.2 g
- saturated	1.3 g	5.2 g
Carbohydrate	0.4 g	1.6 g
- sugars	0.3 g	1.2 g
Sodium	25 mg	98 mg

CREST

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