



Issue

Bluebird Foods supplies the New Zealand market with a range of classic household snacks, such as muesli bars, many of which are favourites for Kiwi's young and old. They have asked us to create a new muesli bar range that targets women aged 50+ as right now there isn't a specific muesli bar range for this age group on the market.

Aim

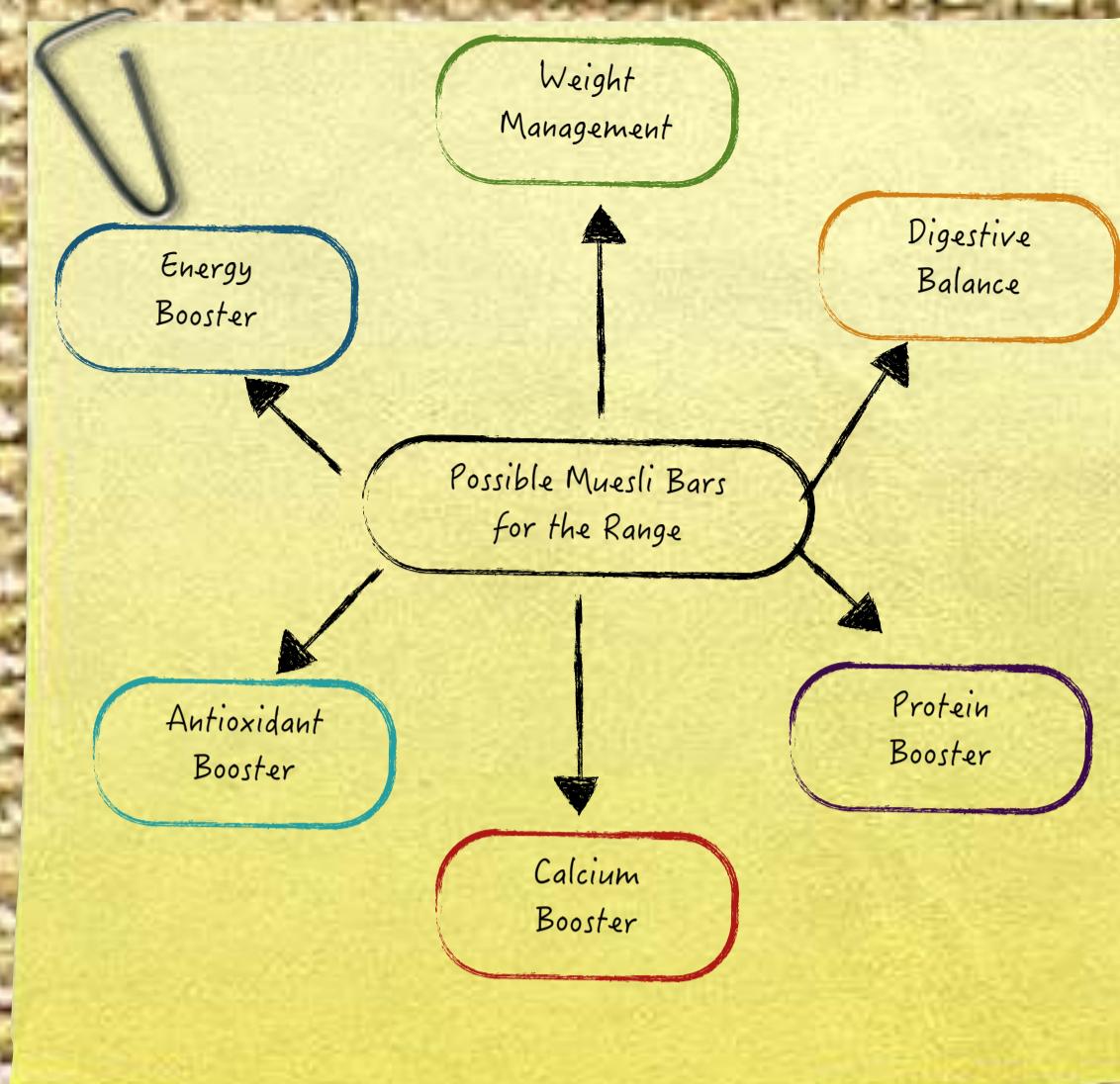
To develop a new 'Muesli Bar Range' for Bluebird Foods that targets Females aged 40+ years who would like a nutritious yet tasty snack.

Specifications

- Appeals to women aged 40+
- Complete consumer and market research to identify primary target market for such a product
- Complete concept testing on primary target market for both product and packaging
- Ensure product meets relevant nutritional criteria; minimum of wholegrain (8g per serve), any other key nutritional requirements highlighted within consumer research
- Complete product development in order to meet requirements of primary target market for the product and packaging
- No fresh fruit should be used, only dried fruits

Research

- We went to our local supermarket and did some research online to investigate products that targeted women aged 40+ and other muesli bar products.
- We found that some of the needs that women aged 40+ include energy boosters, weight management, digestive balance, protein boosters, calcium boosters and antioxidant boosters.
- We found that the most common and popular muesli bar products contain chocolate, nuts, seeds and fruits.
- It was important for us to know what were the most common needs for women aged 40+ and common and popular flavours in the market when we brainstormed possible muesli bar concepts.



TRIP TO BLUEBIRD FACTORY

Testing and Trialling

In each testing and trialling that was carried out, our focus group wrote out our evaluations, to describe the taste, aroma, appearance and texture of the sample to have an idea of what to alter or keep the same in the next trial.

After various testing and trialling by mixing and matching the flavours, we developed what we and our focus group thought, the perfect energy boosting muesli bar that we desired and expected. We also found that it has a bold tropical punch with every bite you take.



TESTING AND TRIALLING

Packaging

With our packaging, we felt that we should produce something a bit different that would stand out against other muesli bars. We continued to research and we decided instead of having muesli bars we would create muesli bites. We decided that our packaging should be something small and compact that our target market could take with them 'on-the-go'. We then decided on creating small boxes as our packaging and storing the muesli bites in a re-sealable bag so that the target market would have the option of not having to finish the bites all at once.



PACKAGING

Some Problems Encountered

- When we first started our project, we struggled with the steps and processes we needed to follow as it we were inexperienced with making muesli bars.
- We had problems with working out the ratios of the muesli bar; dry ingredients to syrup. This made it difficult for us to determine the quantity of mango flavouring to put in to the muesli bar.
- We also found the packaging of our muesli bar to be challenging, as we felt at the time our product didn't stand out from current muesli bars on the market.



MUESLI BITES

Final Outcome

After developing our final product we needed to gather a group of people (new focus group of 12 people) who haven't participated in any of our testing and trialling we had done to develop our final product. We did this to see if others women aged 40+ enjoyed our muesli bites as much as our focus group did. We used a range of women aged 40+ in this new focus group.

Overall, our product was liked by all of the consumers, if we were going to develop our muesli bar further would take the comments we got from the group about the mango flavouring not tasting natural – possibly looking into a mango juice.



FINAL PRODUCT

Conclusion

We are very happy with what we have achieved; we started off with a brief stating we needed to develop a muesli bar range for 50+ women. We changed our demographic from 50+ women to 40+ women because we decided the two age groups were very similar and had a lot in common when it came to their needs and wants. The brief also stated we needed to have a minimum of 8g of wholegrain per serve; we however ended up with a good source of wholegrain being 19.2g (the minimum for good source of wholegrain being 16g). We were given a brief to develop a range and we have fully developed our energy booster bar. Through the help of Katie and Mrs Thomson we came up with a few ideas and pursued them. We gained feedback from our focus group that helped us improve our product and the ingredients we received from Invita, the rice syrup and Orafti changed our muesli bites into something unique.

Acknowledgements:

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