



Road to No Meatza Pizza

The way we see our CREST journey, from getting a brief from our mentors, right through to developing a final product is like a road. Each stage of our project we related to a components of travelling on a road.

The oxford definition of a road is:

A series of events or a course of action that will lead to a particular outcome.



Red=STOP Discontinue Trial based on Target Market feedback not liking it.

Orange=SLOW Consider Trial, Some of the target market like it and some don't.

Green=GO Further develop this concept, target market enjoy it.

Caution Sign

Specifications:

Must be able to be made in Food Technology class

Must be vegetarian (contain no meat)

Must contain ingredients that add colour which appeals to market.

Must be of a suitable bite size/ snack.

Must be able to be sold at reasonable price.

Must be finalized and finished in timeframe.

Contain ingredients that can be store brought and

all edible.

The product must meet given brief requirements.

Final Product

FINISH

Final Packaging:

Our final packaging w

be vacumn packed to

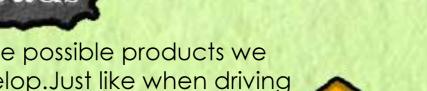
keep out water and

prevent fungi and

bacterial growth

There are certain things that we were restricted brief/aim. To us this was like our to and things we had to be cautious of, to us map. This was like our guide as this was like a caution sign on the road.

The roads display the possible products we could choose to develop. Just like when driving you have a choice of which road to go down, we had to choose which product to develop



Spinach & Feta

Nacho

Pizza

Re-Fueling

Re-fueling was when we had meetings with our stakeholder or asked Mrs Thomson for help or advice. This enabled us to re fuel and continue to stay motivated throughout our journey.

prodcut to develop, We went through a process of testing and trialing. We thought of a lot of concepts and trialed them all, but mainly foucesd on 3 to further devlop. So therefore to narrow down on a product to develop our main focus was to be based on the feedback of our indivual stakeholders as well as our target market we will decide on a product to develop. It was our target market feed back that lead us to deciding which

product to perfect and

finalize.

In order for us to choose a

Pro: Contains Spinach high in protein. Con: Common flavour combination And not appealing aroma or appearance. Target Market: Didn't like concept, enjoyed taste, not aroma or appearance.

Pro: It suites the brief as it contains kidney beans high in protein. Con: May not be appealing to all people Stakeholders: Like concept but don't enjoy the taste, too spicy

Pro: Popular Flavour people enjoy. Con: Balancing the tomatoes flavour to not be overpowering. Stakeholders: Really like concept, best feedback out of all concepts. Enjoy flavour the most.

Our Journey began with a

where to go.

To develop a high protein vegetarian jerky/snack. Think of ways for the product to not only appeal to vegetarians but also other consumers.

Jacklinks have a range of meat jerky products high in protein yet do not offer any products for those who do not like or want to eat. Therefore will try produce a product to fill this gap in the market, and provide vegetarians with a meat jerky alternative.

Our label meet NZ equirements to



We reached the finish line with a final product that we are extremely proud of. Our target market all like our product and have said they would buy it! In terms of our road journey we have reached our destination



We would like a special thanks and acknowledgement to Mrs Thomson. We have put her with a magically wand as 💥 throughout our CREST journey Mrs Thomson would help us with everything and anything. If we came across an issue or problem Mrs Thomson would help us think of way to get through them! We

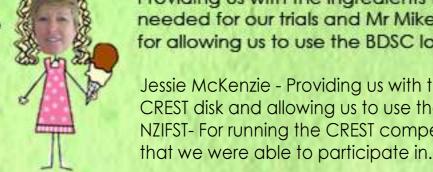
We have been lucky enough to have 2 two CREST mentors Abigayl and Liquan. We would like to thank them for taking time out to assist and help us through our crest journey. Abigayl-Supplying us with ingredients we would like to thank Kerry ingredients for assisting us with different ingredients to improve our product. Liquan- For providing us with a factory tour of jack links and doing testing of our products nutritional





Jack Links Jerky - Giving us the chance to visit their factory and see how the salads are mass produced and packaged and for allowing us to use their logo. Also for their

Ms. Gay Watson - From Futureintech who organised meetings with our mentors and made sure we were on track and enjoying the project.



Botany Downs Secondary College -Providing us with the ingredients that we needed for our trials and Mr Mike Leach for allowing us to use the BDSC logo.

Charne Jordaan Jessie McKenzie - Providing us with the Silver CREST disk and allowing us to use their logo. Emma Bloem NZIFST- For running the CREST competition











BOTANY DOWNS

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