



# Road to No Meatza Pizza



## Traffic Lights

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.



## Map

Our Journey began with a brief/aim. To us this was like our map. This was like our guide as where to go.



## Caution Sign

There are certain things that we were restricted to and things we had to be cautious of, to us this was like a caution sign on the road.

## Roads

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

In order for us to choose a product to develop, We went through a process of testing and trialing. We thought of a lot of concepts and trialed them all, but mainly focused on 3 to further develop. So therefore to narrow down on a product to develop our main focus was to be based on the feedback of our individual stakeholders as well as our target market we will decide on a product to develop. It was our target market feedback that led us to deciding which product to perfect and finalize.

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 suits 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.

### Aim:

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

### Issue:

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.

### Specifications:

Must be able to be made in Food Technology class room.

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 will be vacuum packed to keep out water and prevent fungi and bacterial growth



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



## 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.



## Acknowledgements

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



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