

**ISSUE:** A lack of healthy custards on the market.

**BRIEF:** Develop a novel, dairy dessert that will appeal to the gourmet dairy market

**AIM:** To develop a unique take on creme caramel whilst being healthy and delicious. The product should be cane sugar free, gluten free, low in fat and packaged in a design suitable for our target market, teenagers.

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## ACKNOWLEDGEMENTS

**Teachers:** Ms Ghanim, Ms. Riley

**Mentor:** Esraa El Shall

**Sponsor:** Don Otter

**Company:** Epicurean

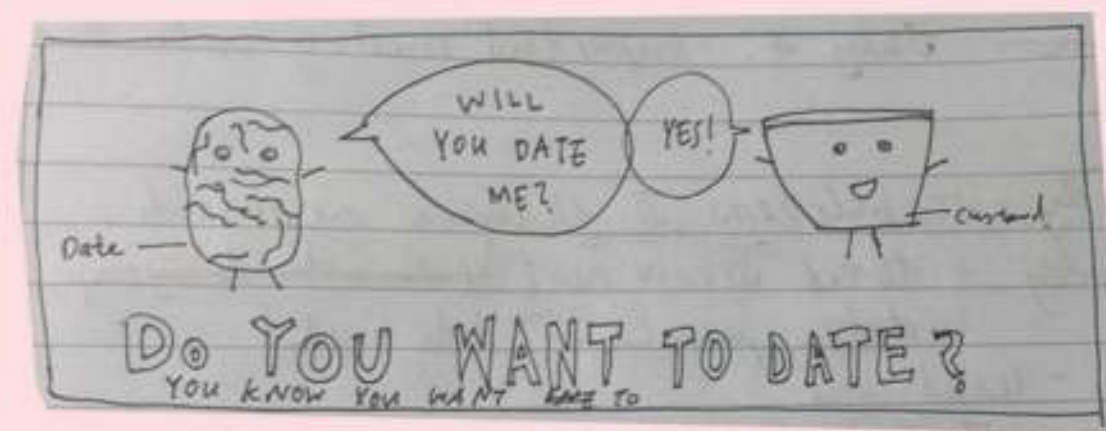
**School:** Epsom Girls Grammar School



## PACKAGING



1) Research



2) Sketches



3) produce & scan net



4) experiment with designs



5)Final Design

# A DATE WITH CUSTARD

## PRODUCT DEVELOPMENT

### Brainstorming

- ideas
- product options
- target market

### Product decision

- Creme caramel
- Target market = teens with braces

### Research

#### Ingredients

Stakeholder's needs

Packaging

Market research

Food, health, and safety

### Industry advice

- Esraa (mentor)
- Nick Parker

### Surveys

- teenagers online

Additives

Flavouring

Sweeteners

## PRODUCT TESTING

### Health and Safety training

- Course 167
- Prep for testing

### Test Batches

- Our product vs. store-bought
- 17 recipes tested
- Varied Recipes

### Micro/ shelf life testing

### Ingredient Trialling

- Additive trialling
- Sweetener trialling
- Egg pasteurisation

### Method changes

- Oven baked
- Stove top

### Target product trials

- Caramel trialling
- Custard trialling
- Caramel with Date paste

## PRODUCT ATTRIBUTES

**Sweet-** honey instead of cane sugar

**Harmony-** all flavours compliment each other

**Healthy & Nutritious-** Low fat, no cane sugar, gluten free

**Serving size-** suitable for teenagers

## INGREDIENTS

- Pasteurized eggs
- Light milk
- Honey
- Date Syrup
- Tapioca Maltodextrin
- Carrageenan
- Vanilla

## PROBLEMS WE ENCOUNTERED

-Realised that water bath was inappropriate method of cooking custard for mass production: Started new set of trials.

-Developing custard recipe: What combination of thickeners, stabilisers, and gelling agents would produce the best custard?

-Shelf life testing: Refrigerator turned off during trial. Samples turned mouldy

## TRIALS



Unappealing colour



Too Dense



Too Thin



Final Product