

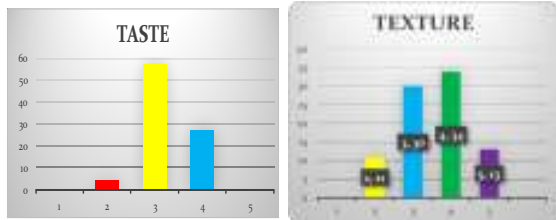
BRAIN BITES

AIM

To develop a sports cookie for active teenagers who need a convenient snack on the go.

CONCEPT DEVELOPMENT

We surveyed our target market and used their evaluations to develop our product.



HEALTHY INGREDIENTS

We researched and chose ingredients that were nutritious, provided energy and tasted and looked good.

- Goji berries – powerful antioxidants
- Chia Seeds – good for bone health
- Almonds – boost brain activity



EVALUATION



PRODUCT SIZE & PACKAGING

Our label was inspired by Kokako organic bliss balls.

- Bite sized pieces
- 6 Brain Bites per pack
- Weight 20-25g per bite
- Clear plastic re-sealable bag



Conclusion: We decided use clear plastic snap lock bag because we wanted people to see the actual prod-



FINAL CONCEPT



Our final concept is a nutritious, scrumptious and energetic. A 20-25g tasty BRAIN BITE. Packaged, in a small re-sealable bag with a label.

FORMULATION DEVELOPMENT

We trialled three different recipes—Short biscuit, crisp cookie and no-bake bar.

We decided to further develop the no-bake bar because the nutritious qualities in the ingredients would not be lost during heating.



Formulation changes we made.....

- Amount of Inclusions to make it look good.
- Less sugar added to decrease sweetness.
- Glucose syrup was trialled to replace some sugar
- Chocolate chips vs chocolate drizzle.
- Original recipe has instant pudding, changes this for



**SMART
COOKIES**

Southland Girls High
School