

Sweet Scoops

"The Sweet Life"

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Issue

In the New Zealand frozen dessert market, there is a wide variety of children's ice creams and ice blocks available. Through our market research, we have identified a gap in the market for new premium ice cream flavours targeted towards teenagers and adults. We have also found that dessert and cake flavours, such as Red Velvet, have increased in popularity across a number of different product ranges.

Aim

To develop and produce a range of dessert-inspired premium ice cream for teenagers and adults in the NZ frozen dessert market that has the potential to be manufactured in the Much Moore Ice Cream factory.

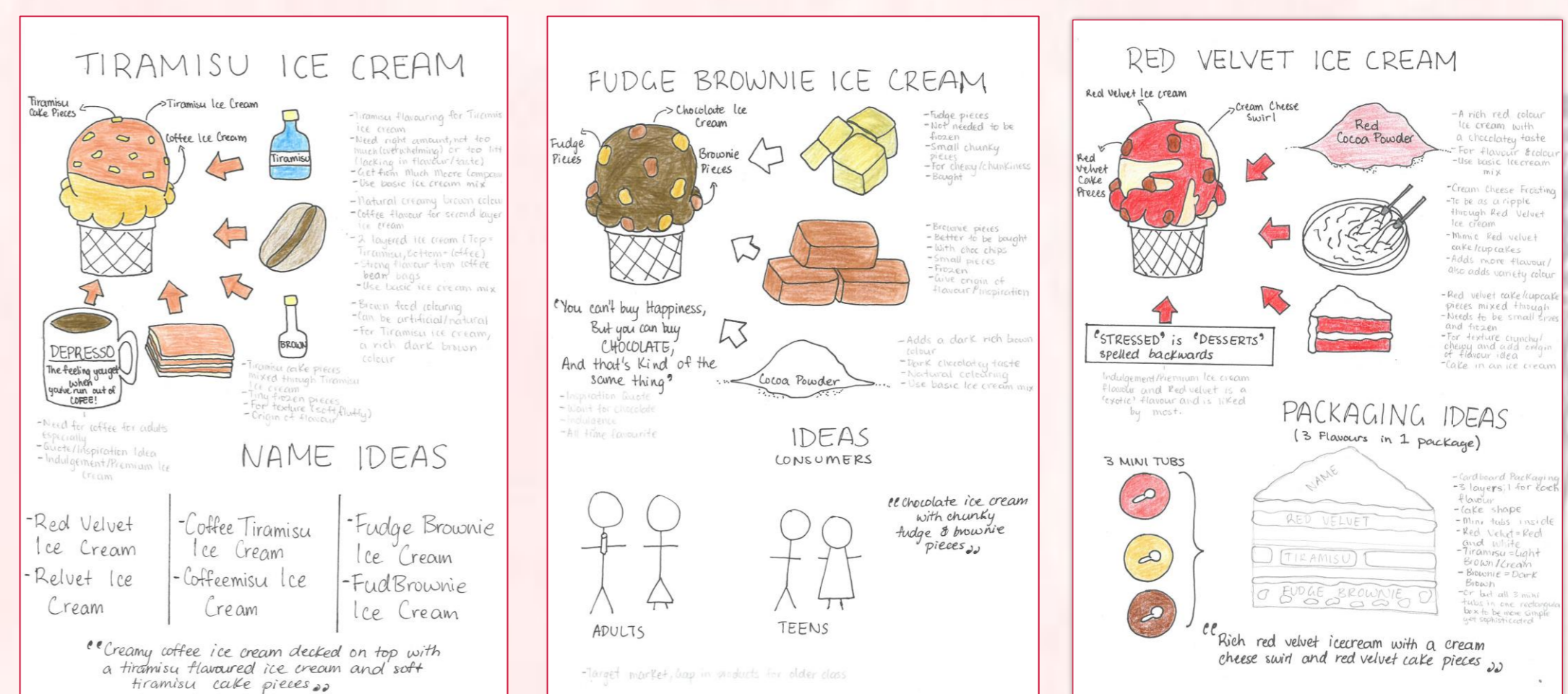


Method

- ✗ Investigating frozen products currently on the market suitable for adults and teenagers.
- ✗ Research on potential new flavours that aren't currently in Much Moore's ice cream range.
- ✗ Technical research to establish an ice cream base mix.
- ✗ Conducting trials and surveys to gain more information about desirable attributes of frozen desserts and consumer acceptability.
- ✗ Sourcing ingredients - skim milk powder, glucose and stabilisers from Much Moore.
- ✗ Product analysis of different cake formulations so that we could incorporate as much of the typical cake idea into our ice creams as possible.
- ✗ Trialing a variety of cream cheese and fruit ripple formulations through our ice cream mixtures.
- ✗ On-going trialing of inclusions and flavorings.
- ✗ Sourcing and designing packaging.
- ✗ In-house sensory testing.
- ✗ Final production of product.
- ✗ Finalising packaging and labeling.

Initial Product Attributes

- ✗ Feasible to be produced and marketed by Much Moore Ice Cream.
- ✗ Cake or dessert-inspired premium ice cream range.
- ✗ Targeted towards teenagers and adults.
- ✗ Premium ice cream properties, e.g. 14% fat, high quality inclusions.
- ✗ Maintains quality at -18 degrees C.
- ✗ Safe to be consumed.
- ✗ Appealing and attractive packaging that coordinates with Much Moore's branding.
- ✗ Cost competitive.



Problems Encountered and Key Decisions

- ✗ Defining the target market.
- ✗ Creating a product range suitable for a premium market but still feasible to meet company constraints.
- ✗ Achieving a consistent over-run.
- ✗ Achieving an even ripple through the ice cream.
- ✗ Perfecting cake inclusions and differentiating between Red Velvet and Black Forest flavour profiles.
- ✗ Perfecting the production process.
- ✗ Maintaining a smooth, creamy texture comparable to current premium ice creams.

Final Product Concept

A range of premium ice cream, inspired by popular cake flavours of Red Velvet, Coffee Tiramisu and Black Forest, incorporated with chunks of cake pieces and complementing ripples. The product will be packaged in 500 ml tubs – a convenient and perfect treat to take home and share.



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