

PRODUCT ATTRIBUTES

Sweet- Pineapple lump flavour and Blueberry flavour

Sour- The Sour Lemon sherbet flavour is sour not sweet

Harmony- All flavours complement each other

Serving size- Suitable for children

Follows requirements-

- Only contains natural colours and flavours
- Palm free
- Gluten free
- Vegetarian
- Must contain 10% milk solids
- Frozen
- 1L tub
- Aimed at children

Complies with all health and safety regulations.

INGREDIENTS:

- 800ml Cream
- 110g Sugar
- 2.5ml vanilla extract
- Emulsifier blend
- Natural Blueberry flavouring
- Natural Candy-floss flavouring
- Natural Lemon flavouring
- 50g sherbet
- 100g Milk chocolate
- 100g Chopped up Pineapple lumps

TRIALS:



Our final product is the rainbow ice cream on the right.

PRODUCT DEVELOPMENT.



PACKAGING



Top view of packaging
Final design on the left.

Side view of packaging

Disney-PIXAR INSIDE OUT

ISSUE

There is a gap in the market for a new and exciting children's ice cream flavour.

BRIEF

Develop a new flavour of ice cream aimed at children as an extension to the Tip Top Scoop range.

ACKNOWLEDGEMENTS

Mentor: Esraa El Shall, Company: TipTop

Sponsor: Reaz Moorad

School: Epsom Girls Grammar School

Teacher: Ms Riley



PRODUCT TESTING

We went New Market Primary School and tested out our product and got the children to do a survey. We looked at colour, flavour and texture. We also looked at how long our ice cream would last before melting.

PROBLEMS WE ENCOUNTERED.

- Realised that Tip Top has an egg free and natural colours and flavours policy so changed recipe and ordered in samples of natural colours and flavours from Sensient.
- Noticed that the ice cream went icy when frozen so talked to Esraa our Mentor and found out about Stabilisers and Emulsifiers and then did further research before adding them in.
- After trialling the popping candy many times we realised we needed to coat it before putting in mixture so it wouldn't pop when added to liquid. Even after coating in two different things the popping candy still didn't pop in our mouths so we made the decision to change to an inclusion of pineapple lumps instead.