BERRY LICIOUS PASSION

A CREAMY ICE CREAM AND YOGURT BLEND WITH A MIXED BERRY SWIRL DROPPED IN A SENSATIONAL LEMON AND PASSION FRUIT GLAZE

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Product Testing

Shelf life testing

-10 recipes tested

Product Component Trials:
-Shell
-Berry swirl
-Yogurt cream

Method changes
-Berry swirl sieved
-Churning

Ingredient trialing
-Milk pasteurisation
-Berry trailing

Ingredients

- milk+cream
- yogurt
- sugar
- glucose syrup
- emulsifier and stabilizers
- frozen raspberries
- lemon juice
- water
- natural colours

Product Attributes:

- Sweet and Sour - Berry Swirl with Lemon Passionfruit
- Healthy and Nutritious - Less Fat with blended natural fruit.
Individual Serving Size

Problems we encountered:

- The popsicle was too icey and didn't have the right creamy consistency.

- We decided that we needed stabilizers and emulsifiers.

- The shell didn't freeze so we had to add stabilizers and emulsifiers.

- We added too much stabilizers and emulsifiers so we needed to optimize the amount we put in.

Issue: People don't have much time in the morning to be able to make themselves a smoothie so it is easier for them to have one frozen already to go.

Aim: We want to develop a new healthy smoothie popsicle for health conscious people.

Brief: Develop a new yogurt smoothie as an extension to the existing Tip Top popsicle range.

Product Development

Brainstorming:
- Product Ideas
- Target Market

Product Decision:
- Creamy yogurt with berry swirl and lemon passionfruit coating
- Target Market - Adults, Children

Research:
- Ingredients - stabilizers, emulsifiers, flavouring
- Consumer needs
- Health and safety
- Packaging
- Market research

Industry Advice
Esraa El Shall (Mentor)

Trial 1   Trial 2   Trial 3   Trial 4