



Berr-E



Issue:

This product is being developed because through our market research we discovered that there was a gap in the market for all natural energy drinks targeting teenagers-early 20's. This motivated us to provide a drink that promotes healthy eating/drinking that does not contain harmful preservatives or additives.

Project Brief/Aim:

Our aim is to provide an energy drink which is low in calories, sugar free, all natural colours, flavours and additives. Our product must appeal to the target market which includes people ranging from teenagers to early twenties who recognise the importance of using natural ingredients. Our product must also should contain nutrients/ingredients that are relevant to the target market i.e. fibres, vitamins, herbs etc.

Product Development:

In our product development, we wanted to have attributes which we aimed to make our product appetising by doing a research on knowing our target market's preferences (Survey, Stakeholder comments, Environmental investigation etc.)

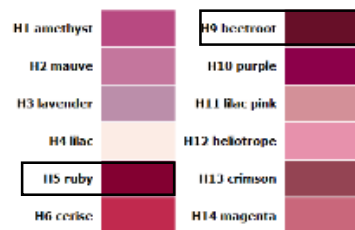
Method:

- Researched existing products, planning tools and consumers/stakeholders.
- Identify considerations through product development
- Researched possible recipes that could guide our product.
- Trialled possible recipe concepts
- Consumer feedback
- Chosen recipe to develop
- Explored and developed chosen recipe
- Consumer feedback
- Finalised recipe concept
- Finalised packaging and labelling
- Developed poster
- Presented product to judges (stage-gate)

Experiments:

In our experiments, we used different tests when we trialled to ensure the product meets our specifications and allow us to make more improvements to make it meet our project brief/aim. These are the tests we have used in our trials:

- Sensory Test
- Viscosity Test
- Colour Test



Nutrition Information

	Average Quantity per Serving	Average Quantity per 100 ml
Servings per package:	1.00	
Serving size:	300.00 ml	
Energy	438 kJ	146 kJ
Protein	1.3 g	0.4 g
Fat, total	0.5 g	0.2 g
- saturated	0.0 g	0.0 g
Carbohydrate	24.0 g	8.0 g
- sugars	16.9 g	5.6 g
Sodium	5 mg	2 mg

Problems which occurred:

- We were limited to equipment and ingredients
- Blueberries out of season
- The smell was unappetising
- Certain frozen blueberry brands had different tastes which made the flavour of the drink vary.

Research:

In our research we had done an environmental investigation to check existing products in several supermarkets. We wanted to know how the energy drinks were stored in the stores and research the products' energy content and approximate prices. We found that most energy drinks were sold in packs of four in either cans or bottles, in a price range of \$10-15 with a guaranteed long life, from this we know that consumers prefer something that can last. But the more popular sold energy drinks were a single can or glass bottle which ranged from \$3-5 and 250-350mL.

Further development:

If we were given the chance to develop our product further, we would like to turn our product into items such as gummy bears, jelly, ice blocks, ice cream etc. As we feel that the products could provide different textures and shapes which would widen the possible range of our product, including different flavours and colours. By developing our product more we could encounter more problems which would be a great way to further create solutions and to challenge ourselves.

Final Product:

A natural blueberry lemon juice, rich with nutrients which would energise our consumers. It has a bright, berry colour, without any artificial flavours or additives used. It contains fresh berries, fruits, natural sweeteners, and some other nutritious ingredients e.g. protein, taurine, fibres and herbs. Our product is packaged in a 300ml plastic bottle, which our consumers could easily carry and drink.

