



pizza appetite

dessert pizza sauces



Issue:

There are many savoury flavoured pizza sauces available on the market however there is a big gap in the market for a pizza sauce used in dessert pizzas, especially since dessert pizzas are becoming more and more popular and there are no sauces to accommodate this and allowing consumers to make them at home with ease.

Aim:

To develop a dessert pizza sauce that is of high quality and is dairy free, low in sugar and fat to suit a wider range of consumers, that is to be sold in the supermarkets and will be produced by Wild Appetite.

Initial Attributes:

From research and the brief given we decided that our product will:

- have an unique selling point (eg. low in sugar, dairy-free)
- have an appetising colour and appearance
- be compatible with dessert toppings
- be suitable for domestic use
- be of high quality that is low in price
- be suitable to be sold in

Research:

- Surveys – To gain feedback and ideas from our stakeholders
- Environmental Investigation – Gave us an idea of market trends, current products, target market and packaging
- Visits to Wild Appetite – Gave us an idea of what to expect, packaging ideas

Method

- Research planning techniques
- Further research (Surveys, environmental investigation)
- Conceptual statement
- Initial trialling
- PMI & PISC Chart
- Brief
- Specifications
- Final trialling

Problems encountered:

- Getting the correct consistency and viscosity for both the chocolate and mixed berry sauce
- Diminishing/eliminating the coconut flavour in the chocolate sauce
- Achieving an appetising chocolate sauce colour that reflect the sauce well
- Getting an true chocolate flavour in the chocolate sauce
- Balancing the sourness and sweetness in the berry sauce

Testing:

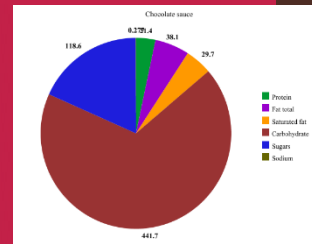
- Visual Test – Check measurement of ingredients
- Specifications – Measurable specifications to test our product against
- Viscosity tests - Viscosity of 2-3
- Taste Tests – Checking sauces weren't too sweet/sour
- Stakeholder Feedback – Gave overall advice
- Colour -Sauces tested against colour charts

Further Development:

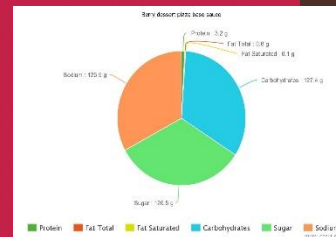
If we had more time available we could research into further into shelf life and we could try out different strategies to extend shelf life. We might also look into combining our two dessert flavours into one sauce and have the two sauce swirl around each which will allow the sauce to have a better appearance and may appeal to more people. We might also look into a wider range of flavours that aren't general flavours and look into more unique flavour ideas.

Conclusion

A berry flavour dessert pizza sauce and a coconut-chocolate flavour dessert pizza sauce that is packaged in a 300mL squeeze bottle which is available in supermarkets. Both sauces are low in sugar and is vegan. We feel as though we were informed by all the processes we completed as we were able to create a successful product through these processes



NUTRITION INFORMATION			
Servings per package: 1.00			
Serving size: 45.00 g			
	Average Quantity per Serving	Average Quantity per 100 g	
Energy	494 kJ	1100 kJ	
Protein	2.0 g	4.4 g	
Fat, total	6.4 g	14.3 g	
- saturated	5.4 g	12.1 g	
Carbohydrate	11.7 g	25.9 g	
- sugars	9.7 g	21.6 g	
Sodium	26 mg	58 mg	



NUTRITION INFORMATION			
Servings per package: 1.00			
Serving size: 43.00 g			
	Average Quantity per Serving	Average Quantity per 100 g	
Energy	267 kJ	622 kJ	
Protein	0.3 g	0.6 g	
Fat, total	0.1 g	0.1 g	
- saturated	0.0 g	0.0 g	
Carbohydrate	14.6 g	33.9 g	
- sugars	14.5 g	33.7 g	
Sodium	0 mg	1 mg	

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