



# Rocky Road Works

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## Issue

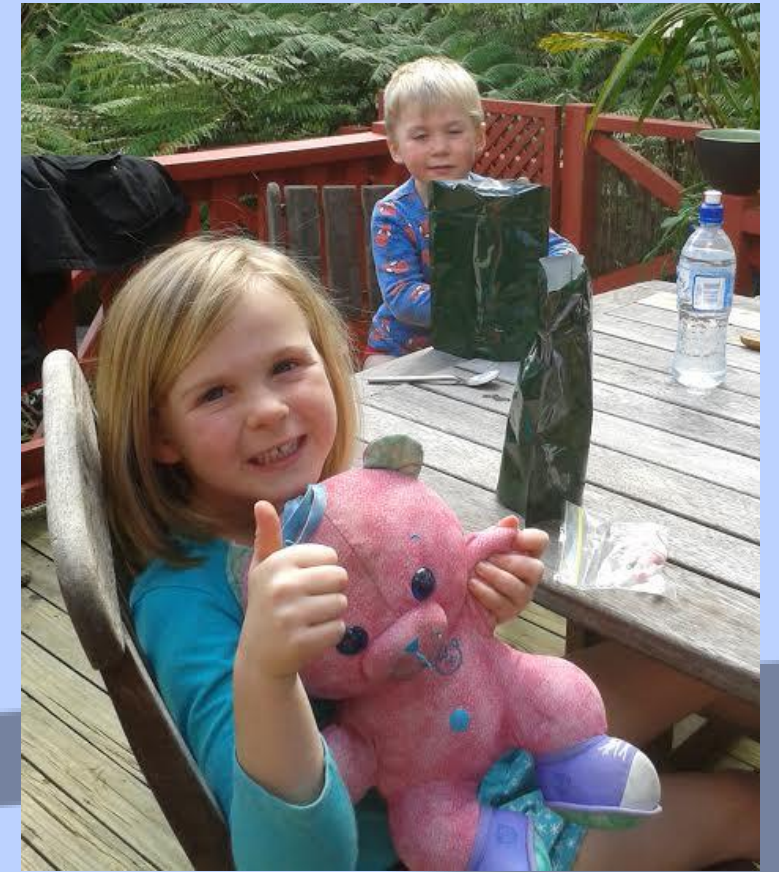
From our research we have identified that there is a gap in the market for freeze dried meals, in particular desserts targeted at children.

## Aim

To develop an innovative and nourishing product that is easy to prepare by adding water to the pack. The final product will be aimed at children aged 6-12 years to be consumed while tramping, hiking and/or camping to boost and sustain their energy levels.

## Method

- Investigation of current market products.
- Technical research of potential recipe, ingredient and flavour ideas.
- Trialling and testing recipes to give us ideas on what we could produce.
- Trialling different dehydrated mixes to decide if we would make a breakfast, lunch, dinner or dessert product.
- Making and passing out surveys to our target market, (children 6-12 years).
- Researching freeze dried dessert mixes (because that was what we finally decided to go with).
- Trialling different dessert recipes and dehydrating them.
- Final production of product.
- Final production of packaging and labeling.



## Initial Product Attributes

- Targeted towards children aged from 6 to 12 years
- Safe to be consumed
- Innovative and nourishing product
- Creatively packaged and marketed
- Dessert inspired
- High quality ingredients/product

## Problems Encountered

- Making a decision what type of meal we would aim for.
- Deciding which target market we were going to aim our product to.
- Sourcing the right ingredients for the recipe and trying to calculate the right portion sizes.
- Not having access to freeze drying equipment so we had to dehydrate our product instead.
- Deciding which recipe idea we were going to use.

## Final Outcome

A Rocky Road pudding for children who go on tramps and camping with their family. The pudding has a creamy texture, a rich flavour of chocolate. The chocolate drops and mini marshmallows will be put in a separate packet, to add into the pudding last once it has cooled down. The pudding will be packaged in a convenient green thermal foil pouch so that it is easier for families to rehydrate the pudding just by adding hot water.



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