

Pop & Co.

POP 'n' LOCK in the Protein

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Issue

Through our research, we have identified that there are many premade snacks in the current market that contain high amounts of sugar and/or saturated fat. Many snacks that are considered “healthier” are often bland and tasteless, which is unappealing to our target market. This has created a gap in the market for a healthier snack for teenagers that is delicious, and also has an added nutritional benefit.

Aim

To develop a novel snack for teens, that complements Tasti Products’ existing product range. The product must taste great and appeal to teenagers and young adults. It must also have a unique selling point and nutritional claim.



Method

1. Market research of existing snack products and popular health trends to identify a gap in the market
2. Initial idea generation
3. Consumer research involving a survey for our target market and stakeholder feedback on initial ideas
4. Technical research on popcorn feasibility
5. Nutritional claims research and protein decisions
6. On-going trials and sensory testing involving flavours, ingredient ratios and processes
7. Perfecting our final formulation
8. Finalising packaging ideas and designs
9. Final sensory testing to validate acceptability
10. Final prototype production

Initial Product Attributes

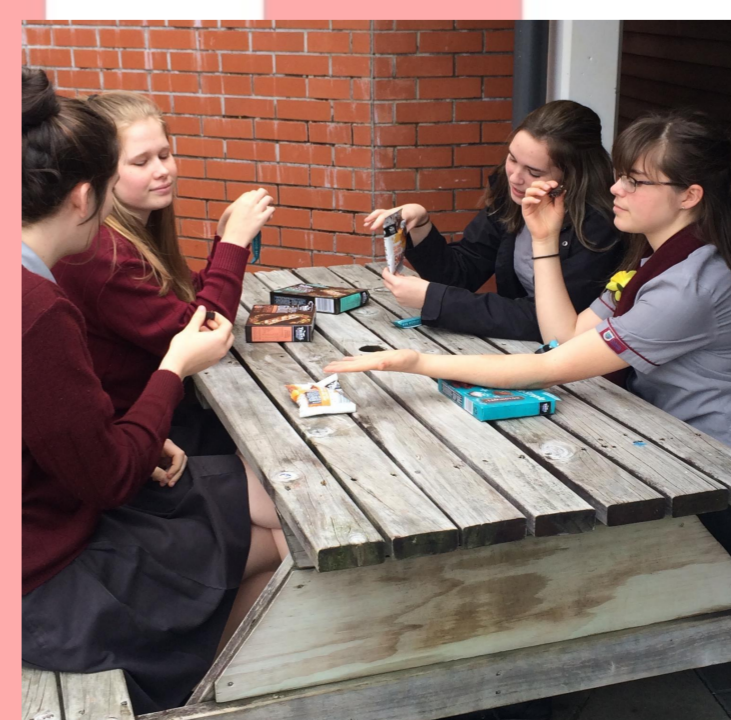
- must compliment Tasti Products’ existing products range.
- must have a nutritional claim
- must have a unique selling point
- must be convenient
- must be shelf stable
- must taste great
- must appeal to teenagers and young adults

Problems Encountered

- Deciding on an acceptable product to complement Tasti’s existing product range
- Narrowing down and confirming our flavour range and flavouring and ingredient ratios
- Perfecting each component of the cluster to create our final product to the highest standard
- Overcoming time constraints for each trial and final deadlines
- Deciding on a functional and appealing packaging design

Final Outcome

A healthy, flavoursome popcorn cluster packed with protein and nutrients for teenage lunch boxes. The cluster range incorporates many different sources of protein and classic flavours: Sweet/Salty, Caramel and BBQ.



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