



# CARMEL COLLEGE

*Act justly, love tenderly, walk humbly with your God – Micah 6:8*

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**Issue:** Through our research, we have found a gap in the market for a frozen yoghurt product as this is a popular trend right now among adolescents. We also found that many teenagers avoid breakfast because it takes too long to make or they don't like typical breakfast foods.

**Aim:** To develop a frozen yoghurt product that can be eaten as a breakfast alternative. It will target teenagers who tend to skip one of the most important meals of the day.

## Initial Product Attributes:

- Quick and easy to eat
- A healthier alternate to ice cream
- Smooth and creamy texture
- Interesting inclusions
- Appealing to teenage target market
- Convenient packaging

## Problems Encountered:

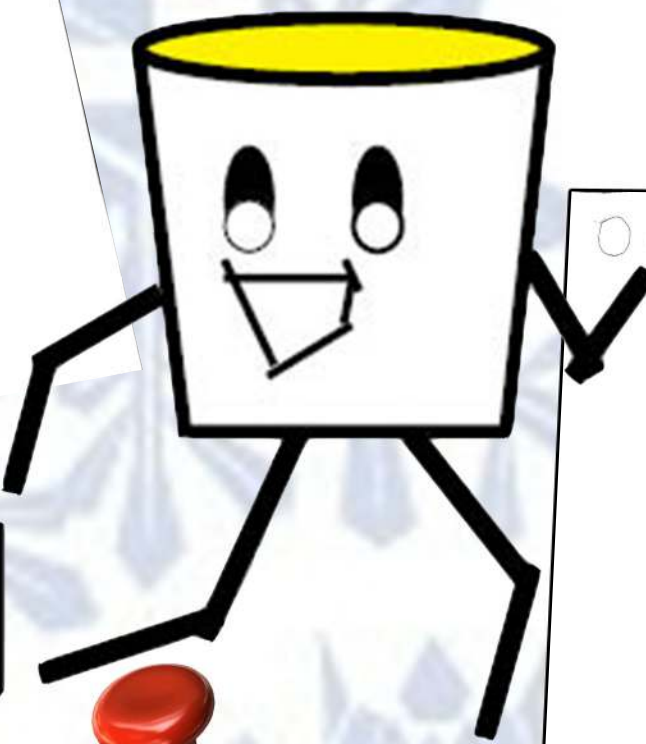
- Finding the right formulation for our base frozen yoghurt mix
- Perfecting the frozen yoghurt texture
- Time and equipment constraints for processing
- Finding the right inclusions
- Packaging

## Method:

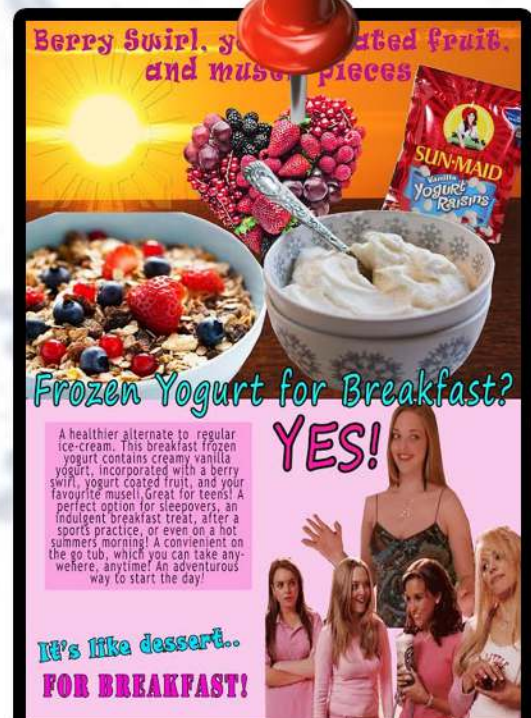
- Initial idea generation
- Investigating existing market products
- Consumer research
- Technical research in making frozen yogurt
- Trials involving frozen yoghurt mixture, flavouring, and inclusions
- Testing shelf life to monitor quality
- Final Production
- Nutritional analysis
- Packaging

# MORNING

# Y-G



A delicious frozen treat to start your day! The combination of passionfruit and vanilla combined with delicious muesli in a convenient on-the-go tub. How could you say no to breakfast?



## Acknowledgements:

Mrs Goonan, Steffen Friedrich, Mrs Pipes, Rod Hare, Hubbards, Belletech, Anne Scott

