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 alternative 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 yoghurt mix
- Trials involving frozen yoghurt mixture, flavouring, and inclusions
- Testing shelf life to monitor quality
- Final Production
- Nutritional analysis
- Packaging

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?

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