

CARMEL COLLEGE

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

Hungry Hikers



AIM: To develop an innovative and nourishing product that is easy to prepare by adding water to a convenient bag.

ISSUE: Backcountry Cuisine is a small company that produce a range of freeze dried meals that only require the addition of water to the convenient pack. Through our research we have identified that there is an opportunity for the company to expand its range of freeze dried products because consumers are always looking for new innovative and nourishing meals. We found that there are currently no meals made especially for children when away tramping and hiking with their families.

INITIAL ATTRIBUTES: Our final product will taste great to appeal to our target market of children, have no artificial colours or flavours and only require the addition of water to a convenient pack.

Our product will also be innovative, nourishing and filling giving our target market the energy to participate in outdoor activities.

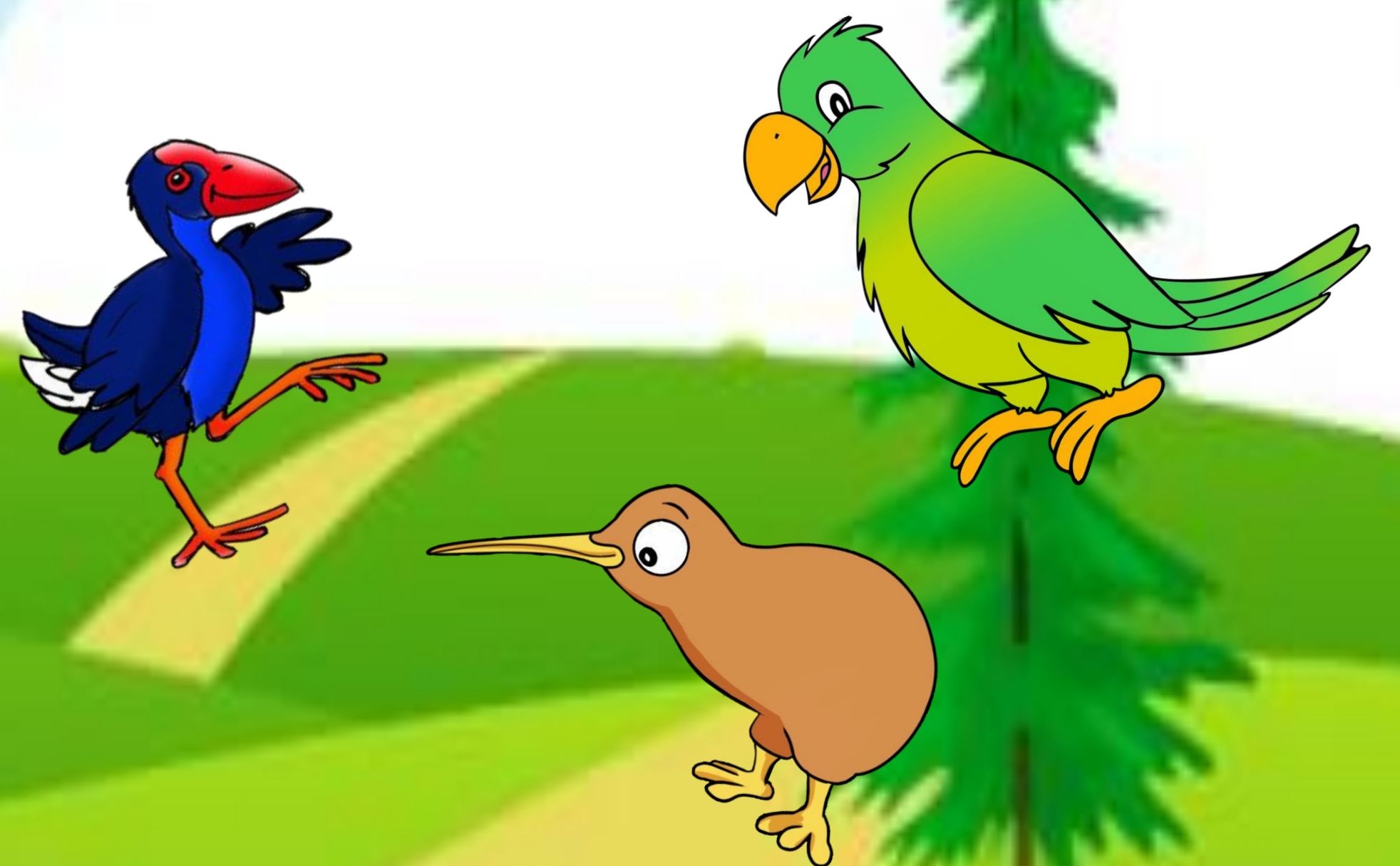
METHOD:

- Researching current/similar products on the market to identify a gap
- Disassembling benchmark products
- Consumer research - conducting surveys
- Technical research - freeze drying
- Practical trials and on-going development
- Sensory testing and consumer feedback
- Packaging design and development
- Final production of prototype



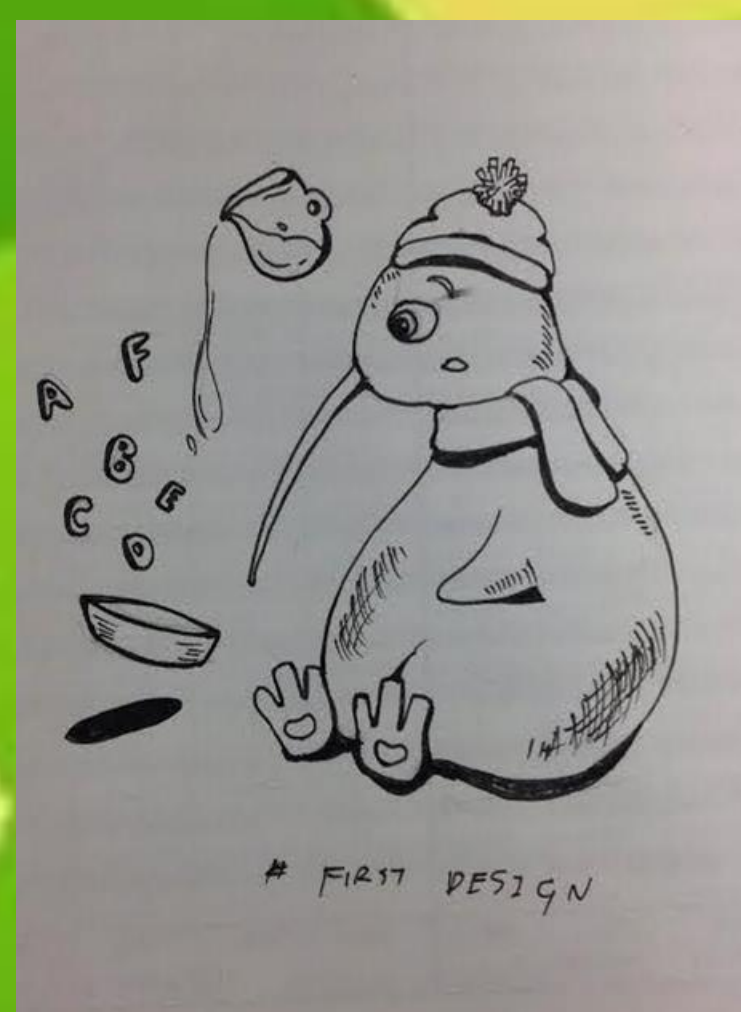
PROBLEMS ENCOUNTERED:

- Choosing between a dessert or savoury meal
- Trying to replicate the freeze drying process
- Ensuring that the meals were cooked sufficiently so they could be rehydrated with just the addition of hot water
- Calculating accurate formulations, e.g. the percentage of garlic to sauce ratio, the percentage of sauce to pasta



FINAL OUTCOME: Hungry Hikers Pizza Pasta!

Our final product is potentially another product that could be added to Back Country Cuisine's range. A vegetarian pizza pasta meal - a tasty tomato sauce with pizza seasonings and alphabet spaghetti shapes, that is fun and tasty for young children. It can be rehydrated with just the addition of water which makes it perfect for outdoor adventures like mountain biking, hunting and fishing, and hiking.



We would like to thank the following organisations and people for their support:

