

# Voyage

## CHEESECAKES

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**TEACHER:** Sandy Goonan  
**MENTOR:** Louise Taylor

**OPPORTUNITY:** The New Zealand dessert market has been growing rapidly over the past few years, introducing many new and unique flavours, yet there is still a gap in the market for desserts with ethnic inspired flavours to expose New Zealanders to the diversity we have in our country.

**AIM:** To develop an innovative chilled or frozen specialty dessert product, using a blend of two or more flavours provided by our client that will include flavours not traditionally associated with that product.

### INITIAL PRODUCT ATTRIBUTES:

- Technically feasible for commercial production
- Innovative flavour combinations
- Flavour must reflect the regions chosen
- Appealing to our target market
- Packaging and product are visually appealing
- High quality and great tasting

### PROBLEMS FACED:

- Whether to have four flavours to really bring our "Around the World" theme to life or just one.
- To decide on which dessert type to develop.
- Making sure our product reflected the flavours of each region correctly, (ethical considerations).
- Sizes to make our servings.
- Time constraints during trials.
- Technical feasibility for production.
- Perfecting the filling and base texture and flavour along with our inclusions.



### PROPOSED OUTCOME:

Four mini cheesecakes in individual pots, each inspired from flavours from Pacific, South America, Asia, and Africa.

- Jasmine & Coconut
- Dulche de Leche & Banana
- Matcha and Yuzu
- Chocolate and Coffee



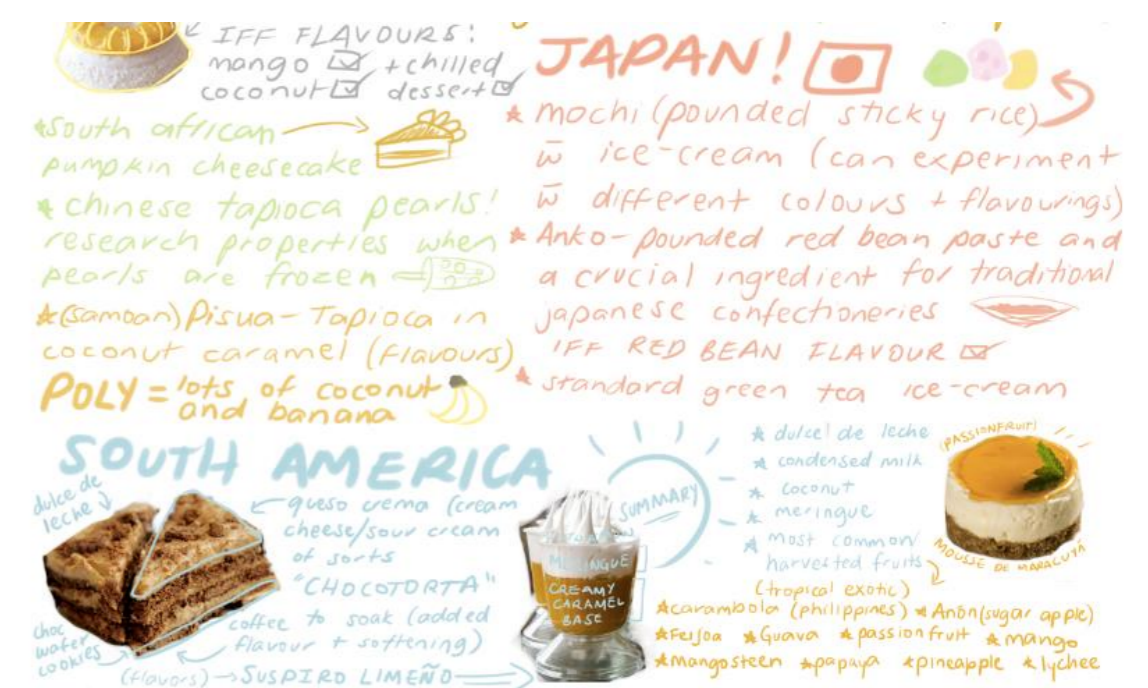
### DEVELOPMENT PROCESS:

Analysis to look at the current market and identify trends.

Decision on the best trends to follow: indulgent desserts more suited for brief in order to express our flavours, rather than a more natural and healthier approach.

Research of current market products to find the best type of chilled dessert suitable for our theme and one that was the least saturated in the market in order to fill that gap.

More research around the most popular flavours of each culture in order to capture the essence of each region.



Consumer research achieved through carrying out flavour/inclusion surveys completed by people of our target market group and studies of Mintel reports which showed global trends in packaging types, sizes and flavours.

Technical research achieved through analysing products already on the market to find which attributes we found appealing and could incorporate into our own product.

Meetings with our mentor on ways we could make our product more commercially viable.



Testing in the same way that IFF does in order to find which flavours worked best together for each dessert, and comparisons of different recipes made.



Concepts designed to see the best way we could express our chosen flavours.

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