

Walking through the supermarket, looking for a sweet treat for afternoon tea or dessert and everything is filled with sugar. There is a lack of sweet bake items in New Zealand supermarkets that have no added sugar. Our product fills this gap as it is a no added sugar cupcake that will satisfy a sweet tooth without being sickly sweet. Do you have a friend or family who is unable to eat sugar for health or dietary reasons? Do they struggle to find products to enjoy without feeling guilty for the high sugar? These sugar free cupcakes would be perfect for them.

## AIM

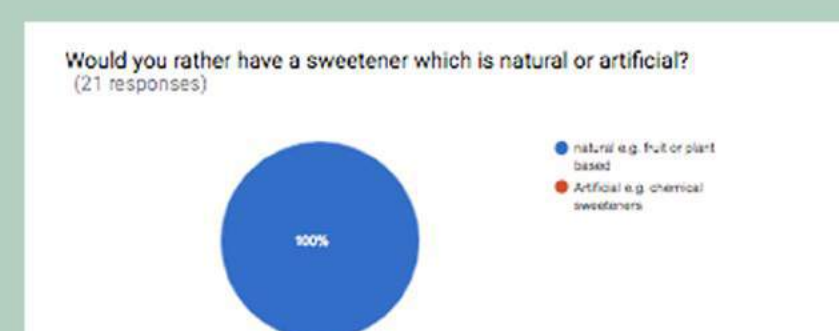
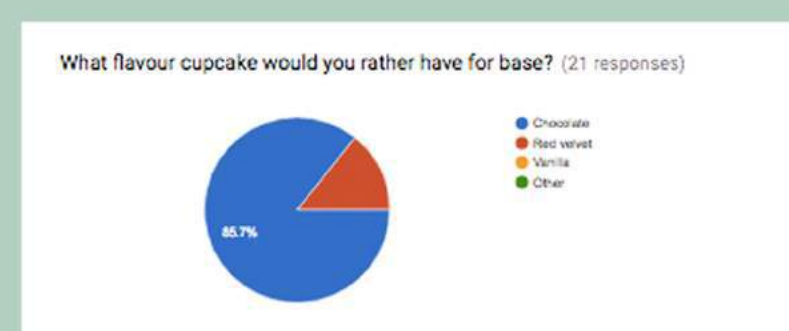
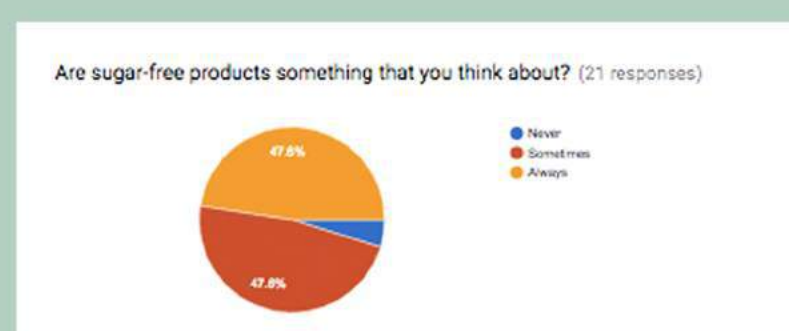
To develop a no added sugar cupcake that doesn't take away from the taste and appearance. This is worth achieving because teenagers nowadays are consuming too much sugar, as it is too readily available at supermarkets. There are not any no added sugar cupcakes currently on the market in New Zealand supermarkets.

## RESEARCH

When we were given our brief we first did a lot of market research into no added sugar baked products and saw that supermarkets lacked them. This meant we realised there was a gap in the market for ours. We saw that some expensive cafes had optional sugar free cakes and muffins but these were priced \$7-\$10, which is a lot of money for a small cake! We realised that buying a no added sugar cupcake should be easily accessible which means affordable and convenient so that it can be brought at the supermarket. Which we aim for our product to be.

## SURVEYS

We used surveys on our target market to get feedback to help with the development of our product.



vanilla coconut batter



coconut sugar buttercream



cupcake trials



final cupcakes

# THE NO ADDED SUGAR CUPCAKE

## RESULTS

Our final product is a no added sugar chocolate cupcake with a date caramel filling, topped with a cream cheese icing.

We were able to create this final product using the many tests and trials we carried out. We started with a basic cupcake recipe and slowly changed different aspects; ingredients and methods, to create our final product.

## FUTURE WORK

If we were to continue to develop this product we would design another set of packaging and change the colour of our icing to be able to reach an older target market i.e adults that want a sweet treat without added sugar. We would also look into extending the shelf life by changing the packaging to keep the cupcakes airtight. To extend the shelf life we could also look into adding some preservatives.

## DIFFERENT SUGAR SUBSTITUTES TRIALS

- Apple sauce
- Equal
- Sugromax
- Xylitol

- Date Paste
- Combination of xylitol and date paste
- 10 different combinations of date paste and xylitol to produce best taste

