

Gluten Free Cheese Savouries



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Aim:

This aim of this proposal was to create a new, gluten free, cheese product which will appeal to a wide consumer market. The team aimed to investigate the properties of a range of cheeses to identify the one/s most suitable for this product, and wanted to explore creative ways to include cheese into this product.

Desirable product attributes:

- Uses Taranaki cheese
- Gluten free
- Visually appealing
- Tasty product with good texture
- Freeze, thaw and reheat stability
- Eye catching packaging

Our processes included:

- researching what gluten is and its effects on the body.
- experimenting the functions of gluten.
- market research into existing gluten free products and target audience preferences.
- using a focus group for on-going feedback and refinements.
- surveying our target audience to identify what sort of product would be the most popular.
- trialling cheeses for melting and pastry suitability.
- testing product to ensure wide consumer appeal.
- testing for freeze, thaw and re-heat stability, moisture content and shelf life requirements.
- defining nutritional values.
- researching packaging and made mock ups.
- creating branding (Kiwiz) and a promotional website.

Problems encountered

- Gluten free flours were challenging to create pleasant flavoured and textured pastries.
- Time constraints when trialling flours.
- Finding best fit cheeses to complement our range of pastries.

Our Final outcome

- We created flavoursome 100% gluten free cheese pastries fit for the target market.
- We used four Fonterra cheeses as main ingredients, of which Egmont, Mild and Parmesan were made in Taranaki.
- Kiwiz branding and website were created, with nutrition information, recipes and photos.
- We developed a gluten free party pack of 24 savouries.
- Our product is acceptable to people with and without coeliac disease.
- Our pastries were used for catering at a school ball.
- We created freezable product creating a long shelf life.
- A variety of balanced options were created.

Did You Detect This Product Was Gluten Free?



Sponsors: Fonterra & Dairy Industry Association of New Zealand
Special Thanks To: NZIFST, Crest, Inglewood High School, Mary Houlihan, Rebecca Mc Kerchar & Varsha Mistry

