Aim/Project Brief:
To develop a smoothie that contains both fruit and vegetables, and that it reaches the specifications that were set by our Mentor Jo Madden of Simply Squeezed.

Product Specifications:
- Sugar has to be 10% or less
- Smoothie must contain at least one vegetable component
- Thick texture, as you would expect from a smoothie
- Colour must be vibrant (no yellow or orange colours)
- To be 100% Fruit and vegetable content (coconut water is classed as a fruit juice)
- Brix levels for juices must comply with AIJN/NZJBA/Codex minimum levels

Constraints:
- Packaging: would be using existing packing of Simply Squeezed Co this consist of a plastic bottle that is easily recycled and a wide lip to drink out of.
- Sugar Content <10%: to insure only natural fruit and vegetables in our product with no added sugar.
- Target Market taste preferences: Adolescent (13-20 years) as our target consumers have limited food experience and preferences.

Method:

Experiments:
Pasteurisation: All smoothies pasteurised to 75°C to ensure food safety and mimic commercial production. Testing to ensure colour was not lost or distorted.
Vegetable use: Testing of various vegetables in our smoothie were; ginger, beetroot, spinach, kale, celery and sweet potato. This experiment was concluded with sensory testing to decide on the appropriate vegetable to use in the smoothie.

Conclusion:
In consultation with Simply Squeezed Co our prototype was viable for potential full scale production. Sensory evaluation has shown positive results with the target consumer trialling group of adolescent (aged 13-20 years), 87% saying they would purchase. Further consumer trialling and market costing would be required to ensure that the ProdJuicrs product was viable for commercial production.