

BEAN WRAPPED

- BEAN AND VEGE WRAP -

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BRIEF

To develop a frozen, convenient hand held snack product with a vegetable based filling that targets tertiary students. It should be a healthier snack alternative that is quick and easy to prepare. Our product will have a high Health Star rating and promote the use of fresh, seasonal vegetables. It will endorse the 'international year of the pulse'.

OPPORTUNITY

Our research identified a gap in the market for students living away from home with limited resources and cooking skills and poor eating habits. Nutritious snack products that could be purchased cheaply, in bulk, frozen and easily reheated were lacking on the shelves.

METHOD/DEVELOPMENT PROCESS

Market research on existing hand held 'on the go' snacks, availability of frozen snacks and vegetarian options

Carrying out survey on target market to establish consumer preferences (tertiary students)

Disassembly of existing products to compare their attributes

Identifying health and safety requirements and development of HACCPs plan.

Research and testing into microbial activity

Development of initial concepts, followed by qualitative and quantitative screening

Further experimenting with ingredients, flavours, textures and serving sizes.

Stakeholder feedback on final concepts

Scientific research and experimenting around freezing vegetables and viscosity of sauce (use of modified starch)

Research on branding and packaging options, followed by final packaging and labels.

Mass production of final formulation and vacuum pack.

Final sensory evaluation from stakeholders (clients and target market).



ATTRIBUTES

Health Star rating of 3.5-4.5

High quality but affordable

Clean packaging: Creative, fresh and in line with GreenMount's philosophy

High fibre, low fat

Appealing taste for target market

Suitable for vegetarians

Consistent with market trends

Cost effective



CHALLENGES ENCOUNTERED

Finding a point of difference in a market that is yet to gain mass popularity.

Getting a quality result from freezing and reheating our selected wrap. Texture, leakage and folding all presented issues that would need addressing for future production.

Community health issue (campylobacter outbreak) impacted on our timeline and put at risk our ability to produce safe food. Strict hygiene practices were put in place.

FINAL OUTCOME

Frozen vegetarian wrap packed with fresh locally grown vegetables

Encourages tertiary students to eat healthily with little effort.

Six individually packaged wraps in a value pack box.

Product has potential to be produced in GreenMount's factory.



NUTRITION INFORMATION

Servings per package: 6

Serving size: 200 g

	Ave Quantity per serving	Ave Quantity per 100g
Energy	1,618kJ	809kJ
Protein	17.4g	8.7g
Fat, Total	7.46g	3.73g
-saturated	2.6g	1.3g
Carbohydrate	74.6g	37.3g
-sugars	5.3g	2.35g
Fibre	9.8g	4.9g
Sodium	566mg	283mg
Calcium	172.4mg	86.2mg

Acknowledgements: CREST, GreenMount Foods (mentors), NZIFST, Dr Lee Huffman (sponsor), Mrs Ellis (teacher), Mrs Maiorana (Science Technician), EIT