



TE KIRIMI

THE BLUE CHEESE RANGE

OPPORTUNITY:

Consumers are becoming more and more adventurous with many foods and the borders between sweet and savoury no longer exist.

Research of existing products shows a gap in the market for a premium ice cream with savoury notes.

AIM:

To develop a savoury ice cream range which is vegetarian, gluten, egg and palm oil free, using only natural colours and flavours.

SPECIFICATIONS:

- Premium, creamy, pleasant mouth feel
- Velvety, scoops smoothly
- Savoury
- Balanced flavours
- Vegetarian
- Egg free
- Gluten free
- Palm oil free

PROCESS:

- Explore the context
- Research of existing products
- Generation of possible solutions
- Research the science of ice cream
- Identify target market
- Testing and trialling – stabilisers, emulsifiers, formulations, flavours
- Stakeholder feedback
- Refine target market and prototype
- Package and promote product



CHALLENGES:

Developing a premium base formulation without the usual sweetness

Balancing flavours

Understanding the performance properties of stabilisers and emulsifiers

Challenging stakeholders perceptions – particularly with the blue cheese component

FINAL OUTCOME:

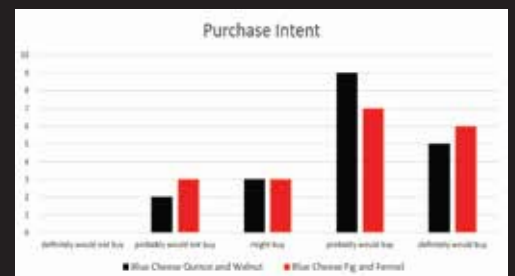
Two fabulous ice cream flavours that meet all the specifications of the brief and exceed the expectations of our stakeholders.

BLUE CHEESE, FIG and FENNEL

A hint of fennel, a flavour burst of sweet figs and the ripe earthy notes of creamy blue cheese create a balance of flavour in an indulgent after-dinner ice cream

BLUE CHEESE, QUINCE and WALNUT

Creamy blue cheese, quince and praline coated walnuts combined to create a deliciously savoury ice cream.



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