

Black Magic

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Aim:

To develop a unique textured ice cream - visually appealing as well as tasty. We decided we wanted to incorporate a black theme in some way, aligning it with New Zealand's popular "black" sports culture because we thought this would appeal to millennials and would be an original idea for Tip Top.

Method:

- Market research of flavour trends and market gaps
- Initial idea generation
- Consumer research – survey of our target market
- Stakeholder feedback
- Technical research on making ice cream
- Ingredient research of gums, stabilizers and charcoal
- Ongoing trials and evaluations of ice cream and cones
- Final flavours and recipe development

Problems Encountered:

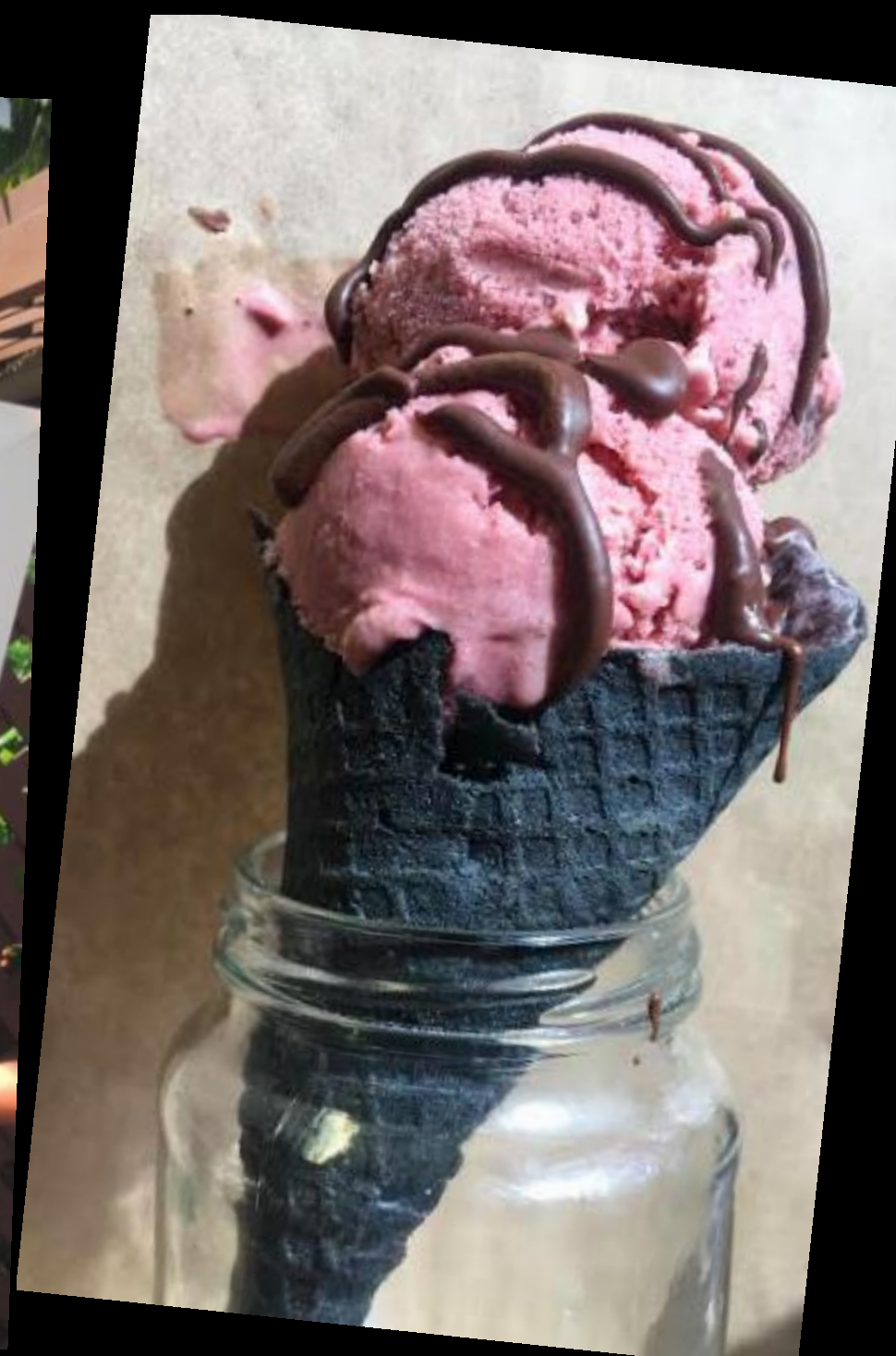
- Sticking to an idea - we spent a long time trying to find an idea and trying to stick with it but we overcame this by researching gaps in the market and talking to our ambassador.
- Pricing - since we were wanting to use natural colouring such as charcoal it has been a difficulty trying to keep the price down for this ingredient.
- Finding an alternative to egg - Tip Top does not allow any egg to be used at all which became difficult while making the perfect cone.
- Choosing a unique texture.
- Finding colours and inclusions to match our black theme.
- Working as a team - we were a small team it was hard at times whenever people were away to make major decisions without each other.

Initial product attributes:

- fill a gap in the market for Tip Top against competitors
- have a unique texture, look amazing and taste delicious
- appeal to the target market of Millennials/Gen Z
- able to be assembled in 5 minutes or less
- instagrammable
- match the legal definition of ice cream
- safe to eat

Final Outcome:

A New Zealand themed ice cream sitting on a black cone with a black forest filling and topping - not only delicious but **Insta-ready!**



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