

Cake Me Away

"Think Outside The Cake Box"

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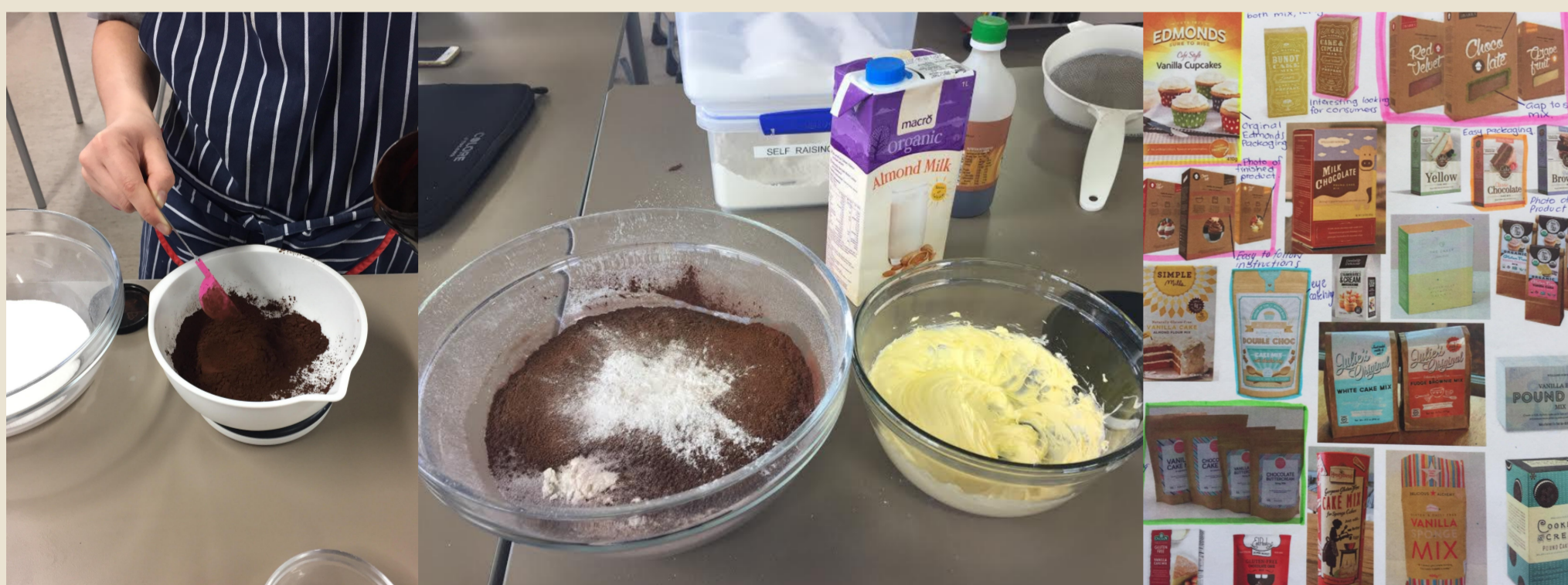
Issue:

Veganism is becoming popular with all ages, throughout New Zealand. From the research we have done, we have found that there is a gap in the market for an affordable, vegan, cake mix.



Aim:

To develop a vegan cake mix. The consumer will add vegetable fat and milk substitutes to make preparation simple and convenient for a tasty vegan treat.



METHOD:

1. Research of vegan eating habits and current food trends.
2. Research of existing products to identify a gap in the market.
3. Product disassemblies of existing cake mixes.
4. Survey of target market.
5. Multiple trials of ingredient substitutions and flavour ideas.
6. Research of packaging ideas.
7. Finalisation of flavour ideas.
8. Evaluation of final trials and feedback from target market.
9. Finalisation of prototypes.
10. Finalisation of packaging and labelling.

INITIAL PRODUCT ATTRIBUTES:

- Vegan
- Tastes good
- Shelf stable
- Appealing to target market
- High quality outcome
- Goodman Fielder branding
- Easy to use
- Suitable packaging
- Variety of flavour combinations



PROBLEMS ENCOUNTERED:

- Adapting ingredients to make the product vegan.
- Consistent taste and texture of cake mixes.
- Deciding on suitable flavour combinations.
- Perfecting final three flavours and ensuring a high standard.
- Creating appealing packaging, suited to the three final flavours.



FINAL OUTCOME:

A delicious, vegan, cake mix, for all ages.
Final three flavours include: Chocolate & Raspberry, Banoffee and Tiramisu.



Special Thanks To:

CREST



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our homegrown food company



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