

# FOR GOODNESS CAKE



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## ISSUE

Through our research, we observed an increasing trend for many consumers to eat 'gluten free' for either health reasons or by choice because they perceive it as a healthier alternative. As a result of this we identified that although there are several gluten free baking mixes currently on the market there is not a big range and nothing that is quick, easy and specifically for a one person serve.

## AIM

To develop a gluten free 'cake in a mug' baking mix that is quick, easy and made for one person. The consumer must be able to just add milk/oil/water into the mixture so that it isn't too hard or too time consuming. We have taken into consideration that the fewer the ingredients that need to be added the easier and more appealing it is to customers so that they are more likely to purchase it.



## INITIAL PRODUCT ATTRIBUTES

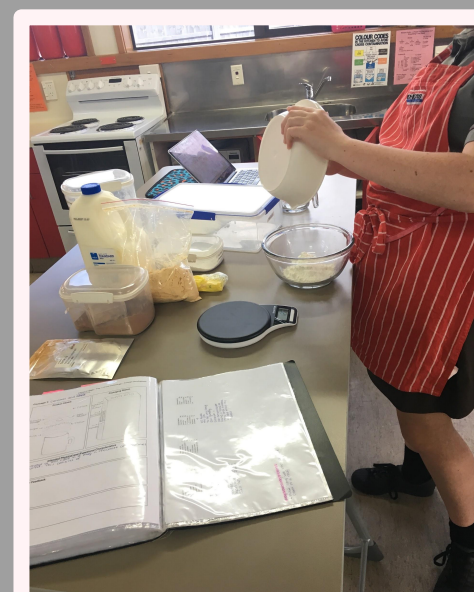
- Gluten free
- Unique selling point
- Easy to make
- Convenient to use
- Shelf stable
- Tastes great
- Appeal to a wide target market

## PROBLEMS ENCOUNTERED

- Narrowing down and confirming our flavour range
- Calculating ingredient ratios of the dry baking mix to liquid additions
- Sourcing and calculating commercial ingredients to achieve a quality outcome
- Achieving a consistent product each time

## METHOD

1. Researching current/similar products already on the market to identify a gap.
2. Market research - disassembling existing products to attain a benchmark.
3. Consumer research - surveys.
4. Technical research - gluten free flour feasibility and ingredient substitution.
5. Practical trials and ongoing development.
6. Sensory testing and consumer feedback.
7. Packaging design and development.
8. Final production of prototype.



## FINAL OUTCOME

"Gluten free cake in a mug" mixes based around a Kiwiana theme. We have taken favourite Kiwi classics such as Hokey Pokey, Raspberry and White Chocolate and Choco Fish and turned them into easy and delicious gluten free mug cakes.

TOGETHER EVERYONE ACHIEVES MORE - TEAM

