



HOW LO CAN YOU YO

Molly Lawernce
Emily Fraser
Elizabeth Cunliffe

Issue:

Many food products today are very high in sugar. As a result of this some consumers are being more mindful of what they eat, as they are fearful of the effect that too much sugar is having on their health. There is a gap in the market for low sugar products that still have the sweet taste that consumers love.

Aim:

To address the sugar crisis, by developing an innovative low sugar yogurt powder for EasiYo. We see this as a way of targeting our issue and also decided to incorporate superfoods as they have become a trend among consumers this year.



Initial Product Attributes:

- Reduced sugar content to address low sugar trend
- Perceived superfood flavours and/or inclusions
- Trendy and contemporary packaging to reflect product attributes and company branding
- Appealing to target market
- Commercially feasible for manufacture



Problems Encountered:

- Concluding on which flavor combinations would appeal to our target market and accurately address the superfood trend
- Sourcing suitable inclusions
- Finding a suitable sweetness balance
- Accomplishing perfect sensory attributes, such as texture, colour, taste

Flavour & Packaging Concepts:



Method:

- Company and market research to identify gaps
- Research on current health and market trends
- Consumer research, to discover what they were interested in
- Research on current flavour trends
- Trialling different yogurt flavours, to generate ideas for flavour combinations
- Surveying our target market to discover their opinions
- On going trialling of yogurt formulations with varying amounts of sugar and Taste Gem ratios
- Packaging design
- Finalising the prototype

Final Packaging Photos:



Final Outcome:

A range of low sugar yogurt powders incorporating the addition of chia. The yogurt powder will be in airtight foil packaging ready to be made up in an EasiYo yogurt maker with the billions of live cultures in each spoonful. Each sachet will make up 1kg of fresh homemade yogurt.

Special Thanks To:



Mia Zou, Ansam Karem, Dudley Haines, Sandy Goonan, Futureintech, Staff and Students at Carmel College