

Power Bites

'Energy Pack Your Next Healthy Snack' By Brinelle D'Souza, Elyse Ridling and Heather Lock



Initial Project Attributes:

- Include at least 3 vegetables
- Appeal to active teenagers (aged 13- 18 years)
- Convenient, on-the-go and easy to prepare
- Reasonable shelf life depending on storage environment
- A healthier alternative snack that meets current trends
 - Taste and look good
 - Unique and eye catching packaging

Problems Encountered

- Recipe ratio formulation of Ingredients
- Balancing the flavor, texture and appearance
- Creating a viable product for our target market
 - Keeping a consistent outcome during trials
- Maintaining a viable shelf life

Issue:

From our research we realized that many teenagers lack a healthy balanced diet and generally have a low consumption of vegetables. This has allowed us the opportunity to specifically target active teenagers, who lack vegetables in their diet. We also discovered that there is a gap in the market for a healthy vegetable based on-the-go snack. Ideally the final outcome will make a significant contribution to the recommended daily intake of vegetables for teenagers.

What makes us different?

Our society is becoming increasingly aware of their snacking habits and the ingredients included. As active teenagers, we can relate to the lack of innovative, healthy snacks surrounding us and hope to bring a power pack of vegetables, to your next snack-on-the-go!

Aim:

To develop an innovative, vegetable based, hand held, snack product that appeals to active teenagers. It may be viable to be sold at school tuck shops, or the refrigerated section in leading supermarkets. Ideally we will present a product that is not only quick and easy to prepare, but also looks appealing and tastes phenomenal.

Our Method

Research of **current trends** in the NZ and International markets

Identification a gap - focus on International trending of 'healthy snacks' to develop an innovative and original idea



Market research - product disassembles of NZ products.



Consumer Research - health requirements of teenagers and nutritional properties of ingredients.

Surveying Target Market - active teenagers.

Technical Research - initial trials of vegetable and bean based concepts.

- On-going **trialing and testing** with formulations and ratios of ingredients to determine sensory elements.



- Preservation research and **shelf life testing**.

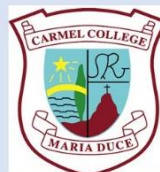
- Research of **packaging** Ideas

- **Finalisation** of packaging, flavours and ingredient formulation.
- Production of **prototype** with final packaging and labelling



Final Outcome

A healthy 'on the go' vegetable based snack, that appeals to active teenagers. With eco-friendly packaging, so that they are not only beneficial for the consumer, but also the environment.



Acknowledgements

Pip Duncan from vegetables.co.nz,
Sandy Goonan, Ruth Leary and Laura Khoury from ADM
Staff and students from Carmel College