



# THE NEW-YORKER

“BRINGING THE BIG APPLE TO YOU”

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## AIM:

- To develop an Instagram-able ice cream for Millennials.
- The product needs to be exciting, beautiful and delicious.
- The ice cream is to be sold and assembled in Tip Top or Kapiti Ice Cream Parlours.
- The product will have a clean label and be slow melt.

## METHOD:

- Researching current market products and investigating worldwide trends for initial ideas
- Identifying market gaps
- Researching attributes needed
- Discovering potential recipe formulations and trialling ideas
- Surveying our target market
- Researching ingredients and modifying formulations
- Designing our presentation style
- Finalising the prototype



## ISSUE:

Many ice cream parlours all have very similar ideas to each other, so this gave us an opportunity to explore different types of ice cream and explore the dessert sector of the current market to develop a new and an indulgent frozen dessert. Clean label and slow melt is also very important as many ice creams out there contain artificial flavours, colours and other additives and consumers in our target market group are choosing not to buy products that contain these ingredients. By making our icecream slow melt will ensure that the consumer will not have to rush, when it comes to eating the ice cream and they will be able to take photos for Instagram!

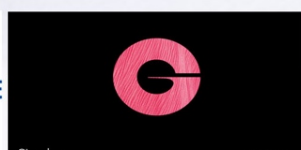
## PROBLEMS ENCOUNTERED:

- Finding the right formulation to make a good base with a clean label
- Balancing sweetness
- Achieving perfect sensory attributes; texture, taste
- Sourcing suitable clean label flavours, colours and inclusions
- Mastering the sugar cage



## FINAL OUTCOME:

Our final outcome is based around the theme of a 'toffee apple'. It has a apple flavoured ice cream with a sugar cage around the ice cream made from salted caramel. A wafer resembles the stick that a toffee apple comes on and through the ice cream there is a cinnamon spiced ripple to take back the sweetness that comes from the other components.



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