



CARMEL COLLEGE

Act justly, love tenderly, walk humbly with your God – Micah 6:8

UNDER THE BIG TOP

Issue:

New Zealand has a number of boutique ice cream manufacturers that sell premium product at a high price. There is a gap in the market for Much Moore Ice Cream to introduce an affordable flavoured ice cream as a line extension to their current Awesome 4some range.

Aim:

To develop a unique and innovative range of four ice cream flavours that has the potential to be produced by Much Moore Ice Cream Company.

Initial Product Attributes:

Technically feasible for production
Innovative flavour combination
Appealing to our target market
Exciting packaging which coordinates with Much Moore's branding
High quality product



Problems Faced:

To focus on one ice cream flavour or a range of four.
Adapting supermarket ingredients to commercial ingredients.
Time constraints for each trial to fit with the ice cream making process.
Technical feasibility for commercial production at Much Moore.
Perfecting the flavour, texture and inclusion ratios
Maintaining optimum quality for as long as possible.

Method:

Investigation of current market products to identify a gap.
Consumer and technical research to determine attributes needed.
Competitor product analysis to compare attributes and consumer acceptability.
Trials to perfect ice cream formulation and process.
Investigation of flavour and inclusion combinations.
Sensory testing to determine flavour preference for our target market.
Final production of product and packaging design.

Final Outcome

A carnival themed ice cream.
A 2 litre tub packed with fun and surprises.
Four innovative, premium flavoured ice creams in one pack.
Part of the Awesome 4some range.
Suitable for children, young adults and families.

