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## ISSUE

Throughout our research we noticed that the majority of teenagers these days don't eat the recommended amount of vegetables that are required to keep them as healthy as they could be. We thought that by making a tasty vegetable based product which incorporated vegetables inside we would help to influence more teenagers to increase their vegetable intake.

## AIM

To develop a single serve, heat & eat, vegetable based snack or meal that appeals to teenagers and contains at least 3 vegetable featured on the vegetable.co.nz website. The food product must have a health star rating of at least 3.5 and must be suitable for reheating or on-the-go eating

## PRODUCT ATTRIBUTES

- Easy to grab & go
- Vegetarian
- Healthy snack
- Long shelf life
- Good taste
- Healthy alternative for teenagers
- At least a 3.5 health star rating
- Quick to prepare!

## PROBLEMS ENCOUNTERED

- Deciding on the best product idea and ingredient combination
- Seasonality of vegetables
- Achieving the right batter consistency
- Maintaining quality and ensuring shelf life
- Testing the best way to reheat



## FINAL OUTCOME

"Waff-Fills You Up" are a healthy, frozen, vegetable snack that is quick to heat and eat. This product comes in environmentally friendly packaging and it incorporates tasty, nutritious, vegetables with a sweet chilli sauce accompaniment.

Our final outcome is a vegetable waffle that contains; corn, carrot, courgette, spinach and onion. This product is freeze frozen and packaged in a convenient 6 pack so you can eat **1, 2, 3 or more....!**

All ready to pop in the toaster for two minutes and you have your healthy waffle snack to eat as you run out the door!

## METHOD

1. Initial research - to identify a market gap and generate ideas
2. Market research - to analyse current market products
3. Consumer research - to find out what our target market wanted
4. Technical research - to investigate vegetable attributes and nutritional information
5. Initial practical trials - to test and trial our ideas
6. Concept development - on-going trialling, ingredient experimentation, potential product and packaging concepts
7. Prototype development - final product development
8. Final feedback - to evaluate fitness for purpose



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