

## Issue: Looking for vegan doughnuts?

Doughnut even bother, there aren't any on the market! Are you sick and tired of boring bliss balls and flavourless vegan cheesecake? We are too! We're filling the gap in the market for an indulgent, whipped vegan dessert that will appeal to a target audience outside of plant based diets.

**Prototype:** A New Zealand Jaffa inspired vegan doughnut with chocolate and orange mousse.

## Conceptual Statement:

We have identified a need for a vegan product that epitomises the decadence of a dessert brief. We intend to produce an innovative product that aligns with vegan food standards in order to ethically supply a product to our stakeholders. After interviewing vegan student, Rebecca, we received the knowledge that there is a gap in the market for an 'unhealthy' vegan dessert or one that doesn't "taste like cardboard or grass". We believe that in recognising an issue and opportunity, our product will be popular with our target market.

## Research Summary:

The best vegan used substitutes during our functional modelling processes were soy milk, home made egg replacement and aquafaba.

## Product Attributes:

**Innovative** - vegan doughnuts are a novice concept in New Zealand  
**Point of difference** - creative and New Zealand Inspired Flavours

## Target Market:

Targeted to those with dietary requirements such as dairy intolerance, vegetarian and allergies to eggs. Like the Vegan society, we want to detach the boring and 'healthy' stigma attached to vegan foods. We created a product that would appeal to a wider audience.

## Iterative Process

- Researching products existent within the market.
- Determining initial ideas based off of our research.
- Establishing stakeholder focus group.
- Testing and trialling followed up by feedback.
- Developing and refining ideas.
- Final product.

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# Dilly Dally

# DOUGHNUTS



## Nutritional Information

	Per serving	Per 100g
Energy	2340.6kJ	2183.8kJ
Total fat	48.9g	45.6g
Saturated fat	8.1g	7.6g
Carbs	27g	25.2g
Total sugars	6.1g	5.7g
Protein	4.4g	4.1g
Iron	1mg	1mg
Sodium	49mg	45.8mg
Fibre	1.2g	1.1g

Members: Sophia Francis, Emily Doughty, Gabby Hayton

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