

# Profiterery



## CHOUX A LA CREME

### Brief:

With modern consumer's preference for complexity in their food, savoury elements in sweet treats are making their way from the restaurant scene into mainstream outlets. We must create a ready-to-eat dessert with a spicy, salty, earthy, umami or herbaceous twist that will meet dessert flavours trends of indulgence, uniqueness and complexity. It must meet the following requirements:

- A chilled or frozen dessert.
- Contains at least one vegetable element and have a distinctly savoury flavour component.

### Aim :

To develop and create a "frozen" dessert that incorporates savory flavours

### Final product:

- A beetroot dyed profiterole with tea infused cream and caramel filling, Enrobed in dark chocolate

### Product attributes:

Our profiteroles are innovative because there isn't a huge range of different flavours within New Zealand. They have a point of difference to the profiteroles that already exist within the market as they are a combination of interesting and contrasting flavours which aren't commonly used together. We were inspired to make a unique frozen dessert that meets the needs of consumers and food trends.

### Iterative process:

- Researching products existent within the market
- Constructing initial ideas based off the research.
- Establishing stakeholder focus group.
- Trial and test the brainstormed product ideas
- Gather feedback on products
- Developing and refining ideas
- Final product.

### Challenges faced:

- Working out combinations of flavours that include the vegetable aspect that also contrast with the sweet.
- Getting the tea flavour to be dominant
- Ratio between the cream and caramel
- Serving size
- Presentation of the product

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