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