BETTER BAGELS

ISSUE: Currently on the bakery product market there are no vegetable-flavoured bagels for consumers, therefore a gap has been created; there are no flavours to cater towards bagel lovers or those with alternative dietary requirements.

AIM: To create a bakery product with vegetables that were consumed in NZ around 150 years ago.

PRODUCT ATTRIBUTES:
- Has natural colours and flavour
- No additives
- Made from natural ingredients

ITERATIVE PROCESS:
- Research and trial existing products on the market
- Brainstorm possible products ideas based off of research
- Trial and test the brainstormed product ideas
- Gather feedback on products
- Finalised product idea, test and trial
- Gather more feedback
- Develop and refine ideas
- Finalise prototype

FINAL PRODUCTS:
- Natural Beetroot, Kumara, and Pumpkin Bagels
- No artificial colours, flavours or preservatives
- Competitive product price

CHALLENGES FACED:
- Determining the best response to the problem
- Food safety standards on iron
- Finding vegetables that worked
- Time constraints

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