

BETTER BAGELS

ISSUE: CURRENTLY ON THE BAKERY PRODUCT MARKET THERE ARE NO VEGTABLE FLAVOURED BAGELS FOR CONSUMERS, THEREFORE A GAP HAS BEEN CREATED; THERE ARE NO FLAVOURS TO CATER TOWARDS BAGEL LOVERS OR THOSE WITH ALTERNATIVE DIETRY 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:

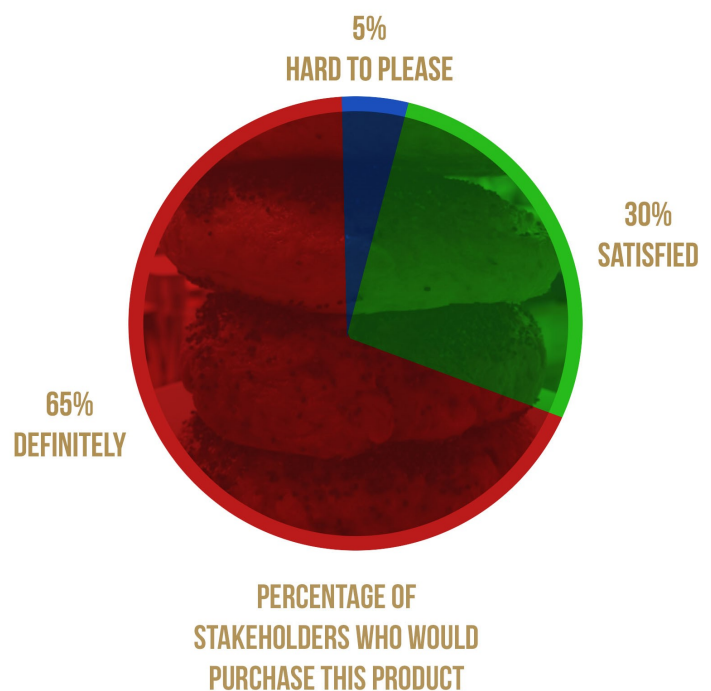
- RESEARCH AND TRIAL EXISTING PRODUCTS ON THE MARKET
- BRAINSTORM POSSIBLE PRODUCTS IDEAS BASED OFF OF RESEARCH
- TRIAL AND TEST THE BRAINSTORMED PRODUCT IDEAS
- GATHER FEEDBACK ON PRODUCTS
- FINALISED PRODUCT IDEA, TEST AND TRIAL
- GATHER MORE FEEDBACK
- DEVELOP AND REFINE IDEAS
- FINALISE PROTOTYPE

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



SOFIA GALLAGHER & HANNAH NGARE