BLUEBERRY BUTTER

ISSUE: There is no blueberry butter in the market and blueberry also became a food trend in nowadays due to its high nutritional value. Use blueberry butter can save the time for putting blueberry jam and butter together. Also, the use of cream provide a natural source of calcium.

AIM: To create and develop a dairy product that made from natural ingredients and suits the target market 17 to 24 years old.

PRODUCT ATTRIBUTES:
- Has natural colours and flavour
- No additives
- Made from natural ingredients
- Smooth and silky in texture

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:
- A natural smooth blueberry butter
- No artificial colours, flavours or preservatives.
- Competitive product price

CHALLENGES FACED:
- Determining the best response to the problem
- Decide to go with a butter instead of the original milk product
- Getting the butter smooth, as it was going cheezy
- Food safety standards on iron
- Serving size
- Presentation of the product.

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