



CREST



### Our Final Formulation:

Onion	5.52%
Oil	0.69%
Garlic glove	0.75%
Chicken breast	15.04%
Ricotta cheese	6.27%
Baby spinach	6.52%
Egg lasagne Delmain sheets	7.22%
Heinz seriously good Pasta sauce (tomato and sweet basil)	18.80%
Parmesan	1.25%
Campbell's chicken stock	6.09%
Cream cheese	6.27%
Edam cheese	1.25%
Kumara	6.27%
Pumpkin	6.27%
Carrot	6.27%
Thyme	0.43%
Mixed herbs	0.43%
Honey	4.26%
Salt	0.29%

### Our Packaging Prototype:



# Classic Chicken Cannelloni

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### Brief:

Develop a chicken product that combines both sweet and savoury flavours and is quick to prepare (less than 30mins) that would appeal to a family.

### Design specification:

- Contains both sweet and savoury flavours
- Must contain chicken
- Must be suitable for a family
- Able to be prepared under 30 mins

### Our journey:

In the beginning of our journey, we didn't really know where to start. Because we had such a broad brief, we were jumping from one idea to another and not putting much thought into linking things together. We brainstormed possible ideas and then created a survey to find out what our target market wanted. We knew that because our target market was family, it would be incredibly hard to develop an idea that suited young children, elderly and all ages in between. In our survey, we wanted to find out

- the average age range we would be working with
- how many people we would have to feed
- what price we would market it for and what type of chicken meat their family prefer

We decided that the best way to find a suitable product would be to trial lots of different recipes and let our stakeholders decide what recipe they preferred. We trialed different sauces, and dishes along with our final product, cannelloni. When we realised that nothing was suiting our brief and we were running out of time, we sat down and decided to focus on one particular recipe. As a group, we discussed what we think our brief means. We decided that

- Our product has to be an easy meal due to the lack of time families tend to have and because of our brief's time restriction (30 minutes).
- Our product should be a healthier option for a quick meal.
- Our product has to have sweetness in it.
- Has to have a 3.5 health star rating

Because of the health star rating we had to achieve, we decided that we could combine some sweeter vegetables into the pasta sauce so they would be undetected by young children. We trialed different ratios of vegetables to pasta sauce and decided on using 50%vegetables and 50% sauce.

### Our Final ingredient List:

Heinz Seriously Good Pasta Sauce (Tomato And Sweet Basil),Vegetables 18% (pumpkin, carrot and kumara), Chicken Breast (15%), Egg Lasagne Sheets (Delmain),Baby Spinach, Cream Cheese,Ricotta,Campbell's Chicken Stock,Onion,Honey,Parmesan Cheese, Edam Cheese, Garlic Cloves, Olive Oil, Thyme, Mixed Herds, Salt,Pepper.

