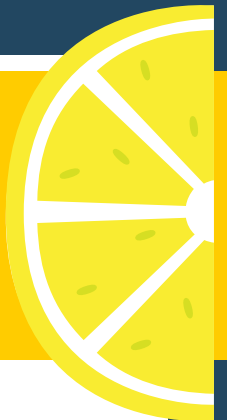


# NGHS SERIOUS FLAVOUR

Heinz Wattie's  
Seriously Good  
Lemon Flavour Pop



## ISSUE

The product being developed was identified as a gap in the market for high end/luxury products. Our goal was to provide a sauce that was healthy yet tasty for our target market.

## AIM AND BRIEF

The aim was to produce a universal sauce that meets our stakeholder's needs and wants. We are to create a product that is shelf stable, multi-purpose and full of flavour.

## PRODUCT DEVELOPMENT

Many different concepts were brought together in a brainstorm. These were then surveyed to get feedback on what was most popular. We then researched products based on our survey results to see what was in the target market and came across a flavour concentrate. Through this process, we used screening methods such as sensory testing, product suitability to our target market, surveying and getting stakeholder feedback. From this testing, our final concept evolved to a flavour pop.

## METHOD

We discovered a gap in the market which led us to do consumer research of our wider stakeholders. We undertook functional modeling such as prototyping and conceptual design to find our most compatible target market. Evaluations were undertaken by using sensory testing and stakeholder feedback to reduce risk and the chance of malfunction.

## EXPERIMENTS

Our concentrate development was conducted by using a Nutri-bullet to get the right consistency of our sauce. The team had experimented with home picked lemons and brought lemons to determine the best flavour output of the two different variations of lemons. Sensory testing and trailing were used to analyse which lemon was most suitable. From this, we gained information that gave us an understanding of the qualities of each lemon variety that were required the right depth of flavour for our product.

## SENSORY TESTING

With the numerous trials and testing we did on classmates and teachers, the feedback got more positive as we developed our product. This was due to the feedback and information we gathered and due to sensory testing which resulted in our final concept of a concentrate. We used sensory testing to blind test different lemon flavoured products.

## MEAL SPECIFICATIONS

- The sauce must be shelf stable
- Have clean label easy to read label
- Meet the New Zealand food legislation requirements
- The packaging must be transparent, recyclable and easy-to-use
- Our sauce must have at least one unique selling point (something that makes it different from similar products currently on the market) that appeals to the target market from the list in the brief given to us.

## CONSTRAINTS

Sauce

- had to be universal so it could be used in both sweet and savory dishes

Target market

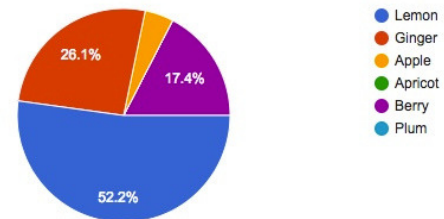
- the sauce has to be quick and easy to use so that the target market (SINKs and DINKs) could fit it into their busy lives

Seasonality of ingredients

- Lemons are in season in NZ from may to December in abundance and have a refrigerated shelf life of 1-2 months. Outside of these dates lemons are imported.

What flavours would you use?

23 responses

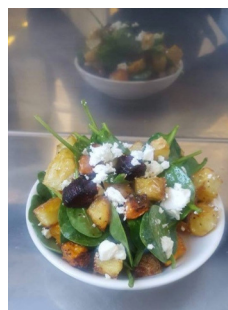


- Lemon
- Ginger
- Apple
- Apricot
- Berry
- Plum

## ZESTY LEMON FLAVOUR POP

## CONCLUSION

Sensory evaluation has shown that our target market (SINKs and DINKs) like the idea and taste of our flavor pop product. Further trialing and commercial market costing would have to be completed to ensure our flavour pop can be commercially produced.



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