

Feijoa and Oolong Mocktail

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Introduction

Today, there is a lack of healthy, non-alcoholic beverages for adult consumers who choose not to drink alcohol. We chose to target adults between the ages of 20-40, as more adults in that bracket are becoming aware of what they consume and of new health trends.

Aim

To produce a packaged, healthy mocktail that includes oolong tea, and that is acceptable to Zealong and our target market.

Conclusion

Our final product is a carbonated and ready to drink mocktail made from all natural New Zealand ingredients, including, brewed oolong tea, feijoa juice, and manuka honey. Our product is sustainably packaged in a glass bottle and meets the Brief of targeting a particular market group (20-40 year olds), and meal occasion (alcohol-free cocktails). Test results indicate that our beverage appeals to our target market.



Method

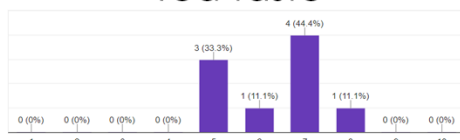
- Brainstorm general ideas based on brief
- Research similar products on the market.
- Conduct surveys on our target market to identify their wants and needs
- Narrow ideas based on research and feedback
- Create and test formulations
- Evaluate feedback and refine beverage
- Final beverage

Results

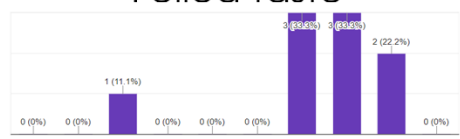
Once a beverage with acceptable attributes was produced, three trials with 21 participants in total were conducted. The ratios of feijoa juice, oolong tea, manuka honey were manipulated in each trial to enable the most preferred formulation to be finalised. The amount of carbonation was also developed to meet the tastes of the target market.

pH tests consistently ranged below 4.2, indicating the beverage was safe to drink.

Tea taste

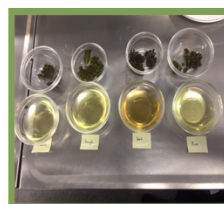
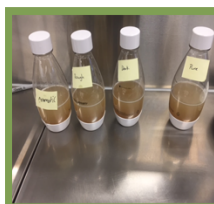


Feijoa taste



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Batch #	pH level
Batch 6	
Sample A	4.35
Batch 7	
Sample A	3.98
Sample B	
Batch 8	3.95
Sample A	4.16
Sample B	
Batch 9	4.13
	3.38