

KIWIMIX



PROJECT BRIEF

The FoodBowl vision is to be instrumental in the successful growth of the New Zealand food and beverage industry through helping ambitious companies commercialise and export.

With this in mind, our team is to develop a premium product for export that showcases a unique New Zealand ingredient or ingredients in an innovative way.

AIM

Our aim is to develop a premium New Zealand product for export to our target market in Southeast Asia. The product **MUST** include a unique New Zealand ingredient/ingredients, this could include: Kiwifruit, Manuka Honey, NZ apples etc.

CHALLENGES FACED

- Deciding which flavours to combine
- Deciding to use all natural colours and flavours furthermore compromising the overall colour outcome of the smoothie

FINAL PRODUCT

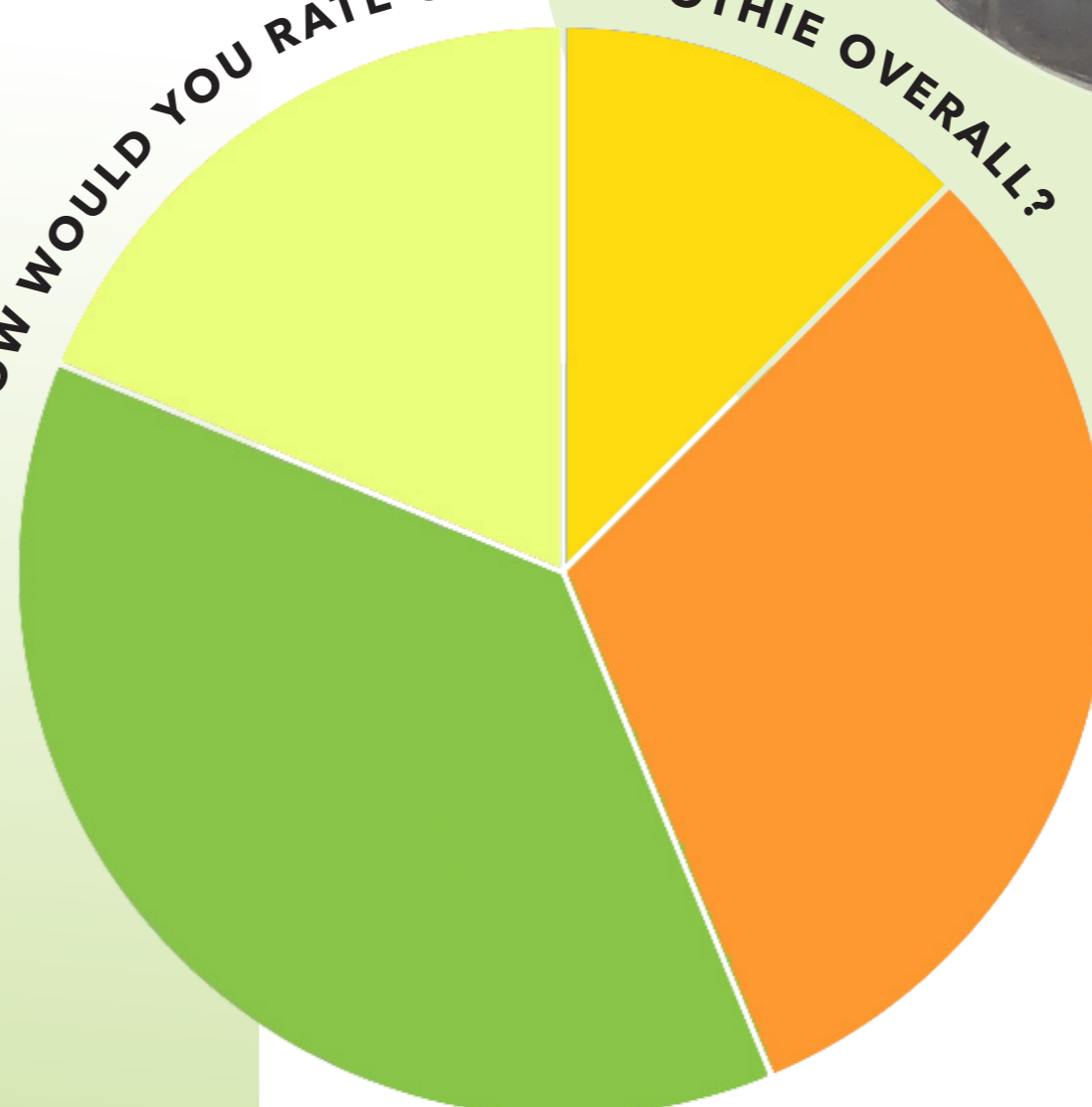
Our final product is a blendable smoothie mix including two premium New Zealand ingredients in each package. Each box contains two sachets, one having the flavour of kiwifruit & strawberry and the other containing manuka honey and banana. Both flavours hold the essential vitamins for growing kids.



FINAL ATTRIBUTES

- All natural colours and flavours
- Rich in vitamin C
- Innovative and 'on trend'
- Premixed for convenience
- Easy to make
- Ready to drink in minutes

HOW WOULD YOU RATE OUR SMOOTHIE OVERALL?



■ 7 ■ 8 ■ 9 ■ 10

THANKS TO

THE **FOODBOWL**

CREST



SAINT KENTIGERN



**LAURA HANLEY,
TENYSHA MELEISEA,
BEN PATON**