



Manuka BREW

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ISSUE

Few milk based beverages are presented in the market and are able to incorporate health benefits that are desired and needed to change the way people drink their daily coffee. With the recent health trends, consumers will be looking for a healthy alternative for their daily dose of coffee.

AIM

To develop a healthy dairy product that considers a reduced amount of added refined sugar which will appeal to health conscious, disposable income individuals in modern society.

ITERATIVE PROCESS

- Researching other products on the market
- Generating initial ideas based on research
- Gathering stakeholder feedback and processing

IDEAS

- Testing and trialling with feedback
- Developing and defining ideas
- Finalising the final product/prototype



FINAL PRODUCT

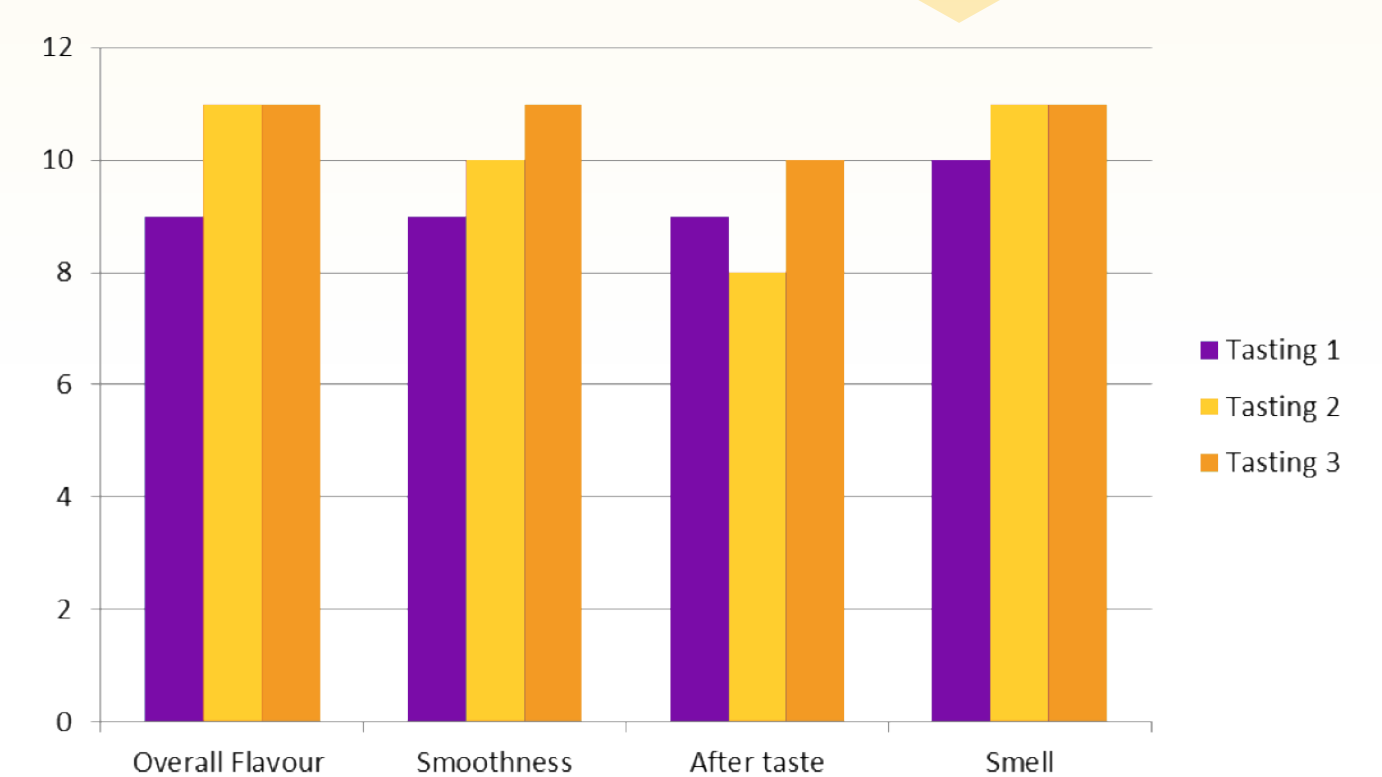
Milk based cold brewed coffee drink, sweetened by Manuka honey

CHALLENGES FACED

- Determining the best way to approach problems
- Determining which type of coffee bean would best suit the product
- Determining between liquid and powdered manuka honey
- Determining between cold brewed and warm brewed coffee

PRODUCT ATTRIBUTES

- Sweetened naturally with manuka honey
- Blended with luxury Geisha coffee beans
- Honey, coffee and milk based beverage
- Has a reduced amount of added refined sugar



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