

Zoe's Kiwifruit Chips



Aim

Thoroughly investigate the market, and research popular food trends today, to inform our decisions for our concept ideation stage. Implement different formulations with different flavours to experiment with combinations. Manipulate certain formulations to ensure the best quality of a final product. Create surveys using google forms to gather information from our target market and hence retrieve valid stakeholder feedback.

Final Product

- A natural air-dried kiwifruit product
- No artificial colours, flavours and additives
- Reasonably priced product

Product attributes

- Has natural colours and flavours
- Contains a high level of fibre and vitamin C
- Is a product of air dried kiwifruit, manuka honey and lemon juice



Holly Foster

Samuel Keyte

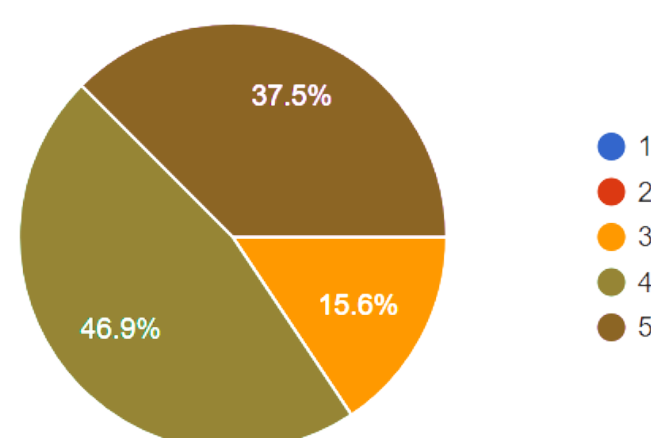
Zoe French

Michael Oh

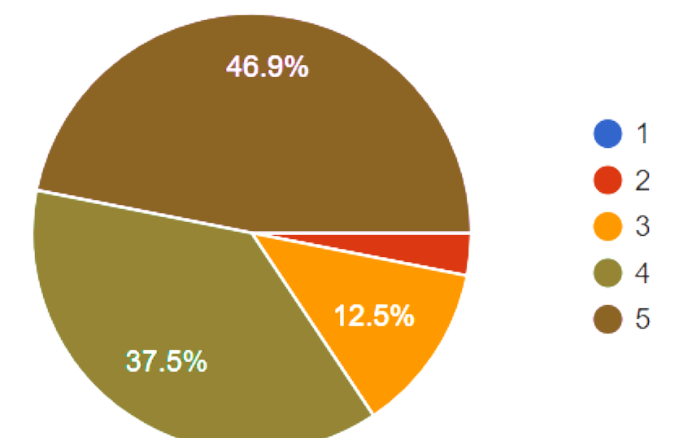
Issue

Kiwifruit is increasing in popularity every year. This has resulted in many benefits for New Zealand Kiwifruit growers in terms of revenue. In countries such as Japan Kiwifruit from New Zealand is incredibly popular and increasing in sales, despite the overall fruit sales in Japan decreasing in the past decade. However, in Japan 5% of all kiwifruit used is in processed products. Most of these products range in the beverage and desert markets; juices, juice concentrates, purees and sliced or diced kiwifruit. One of the biggest trends in the Asian food and beverage market is products that have a health purpose. This is mainly because more people in the Asian market are becoming more aware of the foods they eat and how they affect how long they live for. This leaves open an opportunity in the Asian market of creating a healthy and convenient product made from a trending food in Asia.

How do you feel about the appearance of the Kiwifruit Chips?



How do you feel about the taste of the Kiwifruit Chips?



Iterative process

- Researching existing products on the market
- Generating initial ideas based on research
- Narrowing ideas down based on relative popularity
- Testing and trialling followed with feedback
- Developing and refining ideas
- Final prototype

Challenges faced

- Determining the best way to approach difficulties
- Deciding between kiwifruit only or with honey and lemon
- Investigating the benefits of and trialling freeze-drying