

# Dressing to Impress

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## ISSUE:

In our current day and age, social media holds a strong presence in all aspects of our lives, from the food products we consume to the type of products available to us on the shelves. However from our research we have found that many of the products advertised to us as 'healthy' or 'fat free' are often high in sugar and have little nutritional value.

## METHOD:

1. Research of current day social media food trends.
2. Research existing products already in this market.
3. Draft a recipe which fits our objectives.
4. Multiple trials of ingredient substitutions / alterations
5. Research packaging ideas
6. Finalisation of flavour ideas
7. paired preference testing of target market.
8. Finalisation of recipe
9. Finalisation of packaging and label.

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## AIM:

We have set out on a mission to produce a healthy alternative of a salad dressing, which withholds a point of difference, with a lowered amount of added natural sugar and a number of nutritional health benefits.

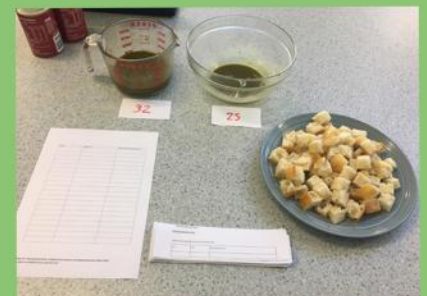
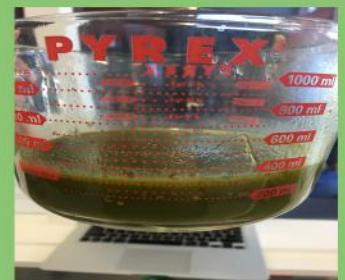
## PROBLEMS ENCOUNTERED:

Problems that we encountered during this project include:

- Problems with communication
- Finding relevant packaging ideas
- Always having the supplies that were needed
- Finding the exact flavour we wanted

## FINAL OUTCOME:

A delicious matcha and citrus dressing which is tasty and fresh that is nutritionally beneficial and suitable for all.



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