

Te Kura Māori o Ngā Tapuwae

SCRUMP-O-BITE



Ameera Danford

Saylem Napia

Te Poto Kirikaiahi Taylor

Erikah Hewett Martin

ISSUE:

There is a growing need for gluten free products for those who are gluten intolerant. Teenagers who have this problem are missing out on being able to buy cookies from tuck shops at schools and supermarkets.

AIM:

Develop a gluten free cookie providing an "excellent source" of dietary fibre for teenagers and adults

METHOD:

- Visits to supermarkets to investigate different types of Cookies
- Carry out survey on target market to establish consumer preferences
- Identify health and safety requirements and development of HACCP plan
- Conducting trials
- Product analysis to compare attributes and consumer acceptability
- Sensory testing to determine the taste, texture, flavour, colour
- Maintaining water activity to increase shelf life
- Research on packaging options
- Final production of the product and packaging design

PROBLEMS ENCOUNTERED:

- Sourcing the right gluten free ingredient for the recipe
- Calculating accurate formulations, the amount of fat, sugar - flour ratio
- Getting perfect texture and density
- Getting burnt, spread out, hardened and sometimes crumbly after cooling
- Selecting how our product is to be packaged

DESIRABLE PRODUCT ATTRIBUTES:

- Soft, chewy, and crunchy
- Gluten free
- Eat on the go Cookie
- Made from readily available ingredients
- Different from the current supermarket product range;
- Single serve with a shelf life of at least 4 months.
- Can be stored at room temperature
- Meets the FSANZ standards to claim a good source of dietary fibre
- Targeted at teenagers and adults.
- A good snacking option for adults
- Different from the current gluten free cookies available here

FINAL PRODUCT:

- A gluten free bite size cookie with a chewy texture
- No artificial colours
- Not overly sweet
- Packed with fibre and flavourful in see through packaging
- The only gluten free bite sized cookie in NZ
- Convenient and delicious snack for home, school, work or run



NUTRITION INFORMATION

Servings per package: 100.00

Serving size: 8.00 g

	Average Quantity per Serving	Average Quantity per 100 g
Energy	155 kJ	1940 kJ
Protein	0.2 g	2.2 g
Fat, total	0.9 g	11.3 g
- saturated	0.5 g	6.8 g
Carbohydrate	7.0 g	87.1 g
- sugars	3.8 g	46.9 g
Sodium	29 mg	358 mg

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