White chocolate, pumpkin & manuka honey magic shell sauce

**Project brief**

Our team worked with GROENZ to develop a sauce/product for the Asian market.

**Specifications:**
- Must meet target market food legislation requirements
- Must be suitable for Halal accreditation
- Contain natural colours and flavouring
- Where possible have clean label declaration-no E numbers
- Be shelf life of 6 months
- Must have a pH <4.2

**Research**

“Bubble tea is so over. The cool new trend in Asian sweets is Thai rolled ice cream.”
Micheline Maynard.

- **Food Trends:** Street food, Thai rolled ice cream
- **Trade:** Thailand is New Zealand’s 10th largest trading partner
- **Taste Testing:** The basis of Thai cuisine is the balancing of contrasting flavours
- **Nutritional Needs:** Thai children are lacking in Vitamin A, Iron and Iodine
- **Halal Food:** Milk is a Halal safe food and alcohol can not be used

**Aim**

To create a typical New Zealand flavoured sweet sauce for the Thai street food market. The creation of a magic shell sauce for rolled ice cream, is an innovative accomplishment that fills a gap in the market.

**Final brief**

**Conceptual statement:** We have the opportunity of developing a white chocolate pumpkin and manuka honey magic shell sauce for GROENZ food company. The concept will represent the 150th anniversary of the NZ Royal Society. GROENZ is expanding their export market therefore our product targets the street vendors in Thailand making and selling rolled ice cream.

**Specifications:**
- Must meet target market food legislation requirements
- Must be suitable for Halal accreditation
- Contain natural colour and flavouring
- Where possible have ‘clean label’ declaration-no ‘E’ numbers
- Be shelf stable
- Have a shelf life of at least 6 months
- Must have a BRIX of above 75
- Must be high in Vitamin A as it is one of the nutritional deficiencies in Thailand
- Must contain New Zealand pumpkin powder as stated in the final formula
- Must include manuka honey

**Concept Development Stages**

Tests for developing optimal flavours

**Fitness for purpose**

- ✔ Feasible for use in intended market
- ✔ Clean label
- ✔ Halal
- ✔ Enhance nutritional value
- ✔ Natural colour and flavourings
- ✔ Shelf life
- ✔ Has New Zealand produce

**Clean label declaration**

- No E numbers
- No artificial colours
- No artificial preservatives
- No artificial sweeteners
- No artificial flavourings
- Halal certified

**Further work that could be done**

Honey as an ingredient can be problematic as our sauce needed to be heated and honey loses its health benefits when heated. Further development could be to substitute cinnamon instead of honey, as it compliments the flavour of pumpkin. The product could be sent to Formula Foods to have the water activity tested.

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