2017 NZISFT/CREST Student Product Development Challenge

**BRIEF**
- Our Chelsea Sugar ambassador, Ms. Kim Chew, gave us the opportunity to create a beverage focused on their ginger and honey molasses product, for our Crest Challenge.
- Key criteria are to be healthy with nutrition and health claims, appeal to the local market especially teenagers, and of course be based around Chelsea Sugar’s molasses product.
- This allowed us to research the current beverage market which to none’s surprise, find that it is heavily dominated by Coca Cola’s drinks and that there is a lack of popular healthy drinks.
- Especially beverages around milk, hence that’s why we began to experiment on combining milk and molasses together.

**SPECIFICATIONS**
- Several health or nutrition claims
- Commercial level shelf life
- Popular with local high school students
- Able to compete with other popular beverages
- Be innovative in both product and packaging sense
- Packaging must be reusable and follow the modern trends

**BRAINSTORM + INITIAL IDEAS**

| Ginger/Honey Molasses + single espresso shot + ice cubes | Cold Molasses shot |
| Honey Molasses + foamed milk | Molasses Milk |
| Honey Molasses + foamed milk + tapioca pearls | Molasses Bubble Tea |
| Honey Molasses + foamed milk + green tea extract + chia seeds | Moolassie |

**FORMULATION**

| Ingredients | 88% milk | 0.1% tea extract | 5.4% honey | molasses | 6.5% chia seed |

**NUTRITION INFORMATION**
- Servings per package: 1.00
- Serving size: 250.00 g
- Average Quantity per Serving

| Energy | 750 kJ | 186 kJ |
| Protein | 11.4 g | 4.6 g |
| Fat total | 7.7 g | 3.1 g |
| Saturated | 2.3 g | 0.9 g |
| Carbohydrate | 15.1 g | 6.4 g |
| Sugar | 13.0 g | 5.2 g |
| Sodium | 83 mg | 33 mg |

**THE TEAM**

Westlake Boys High School Team: "Moolassie" by Steven Park, Rhemzhen Sese, Terence Tahumar, Holdan Bai

**ACKNOWLEDGEMENTS**

We would like to take this opportunity to acknowledge and thank our mentors. They have each helped us during this project in multiple aspects and we could not have completed this without them.

- Ritu Sehji - HOD Food Technology and our Mentor
- Mitchell Thompson - Sponsor from Sensient Technologies
- David Munro – Sponsor and Past President of NZIFST
- Kim Chew - Futureintech Ambassador
- Jessie McKenzie - Schools Programmes Coordinator
- Sharim Mendoz – Food Technology Teacher

Many thanks to our wider stakeholders who have partook in either tasting, review and giving their support towards us.

**FEEDBACK**

After we made Moolassie again but with the tapioca pearls, we began to check with our local stakeholders on their opinions. Many of them stated their amazement with the idea of molasses milk with the tapioca pearls but were further surprised to the sweet but spicy taste of the drink. Some of them even stated they would pay and have this drink on a regular basis, one even claimed that they would give up coffee for Moolassie. Yet our final version of Moolassie that includes the chia seeds and tea extract was our most popular one with the highest overall score with our stakeholders. Hence why we choose to finalize and submit this drink toward Crest Challenge with much pride and hope.