



MOOLASSIE

2017 NZISFT/CREST Student Product Development Challenge

CREST



BRIEF

- Our Chelsea Sugar ambassador, Ms. Kim Chew given 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 begun 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*

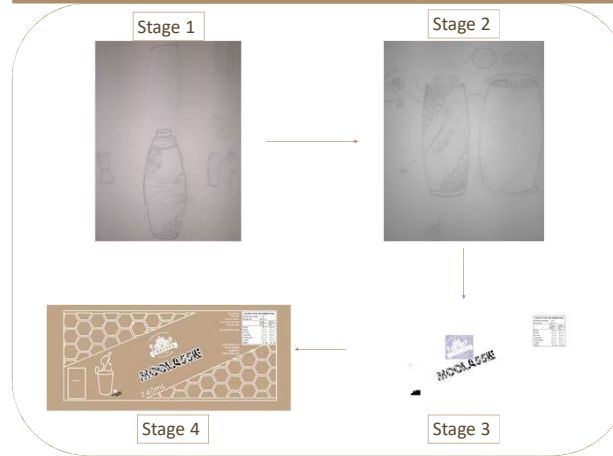
Honey Molasses + foamed milk + tapioca pearls

= *Molasses Bubble Tea*

Honey Molasses + foamed milk + green tea extract + chia seeds

= *Moolassie*

PACKAGING



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	Average Quantity per 100 g
Energy	790 kJ	316 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	6.0 g
- sugars	13.0 g	5.2 g
Sodium	83 mg	33 mg



THE TEAM



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 stating 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.

