CHIPOTLE & LIME AIOLI

ISSUE:
Our research identified a gap in the market for a wholesome home-style aioli with an added international flavour punch. Our clients can easily incorporate their favourite international flavours into home cooked meals, without the addition of unnecessary preservatives and flavour.

AIM:
Develop a product to add to the Heinz Seriously Good range of aiolis, mayonnaises and salad dressings. This product will be consistent with the values and premium image of the brand.

Our product will have a unique selling point of being consistent with the latest international food trends, and will also be versatile (can be used in a variety of ways to add flavor and interest to different foods) therefore, appealing to the target market.

SPECIFICATIONS:
High quality but affordable.
Free range eggs used.
Consistent with latest market trends.
Packs an interesting international flavour punch without flavour enhancers or preservatives.
Low sodium (Less than 120mg per 100g).
Packaging that fits the Heinz Seriously Good line.

METHOD:
Identifying health and safety requirements
Market research of existing aioli’s mayonnaises and condiments with an international point of difference.
Carrying out research and sensory evaluations on target market (18-70 year-old males and females).
HACCP plan to ensure safe practices.
Research and testing of microbial activity and impact of pH acidity on this.
Development of initial concepts, with qualitative evaluation of these.
Development of a shelf-stable, vegan aioli and further developing this to also carry different flavor additions.
Stakeholder feedback on initial and final concepts.
Scientific research of emulsions, origins of aioli, and Aquafaba (shelf stable, chickpea based emulsion)
Final product formulation.
Laboratory microbial testing carried out to ensure a safe product.
Research on packaging options and labelling requirements.
Final packaged, labelled product presented.
Final sensory evaluation from stakeholders (client and target market).

PROBLEMS:
Producing a thick aioli and formulating a recipe with a sufficient oil to egg ratio so as to avoid splitting. Original base recipe had to be reformulated numerous times.
Adapting our final product’s acidity to have a pH below 4.2, in line with FSANZ guidelines for a raw egg product. Lime juice was added however this will increase our product’s cost of production.
Creating an aioli with an added ingredient which didn’t affect the final consistency of our product. We chose to use an oil based flavoring as it could be added in during emulsification.

OUTCOME:
Thick creamy aioli with added chipotle and lime flavor, giving product an international flavor punch.
Encourages consumers to incorporate their favorite international flavors into their own dishes without the addition of artificial flavor enhancers nor preservatives.
Product has potential to be produced by Kraft Heinz in a factory scale up.

ACKNOWLEDGEMENTS:
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CREST
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Dr Sally Hasell

Nutrition Information:

<table>
<thead>
<tr>
<th>Nutrition Information</th>
<th>Average Quantity per 100 ml</th>
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<tbody>
<tr>
<td><strong>Serving-information</strong></td>
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</tr>
<tr>
<td>Energy</td>
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<tr>
<td>Protein</td>
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<tr>
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<tr>
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<tr>
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<tr>
<td>Sugars</td>
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<tr>
<td>Saturated</td>
<td>0.9 g 4.1 g</td>
</tr>
<tr>
<td>Sodium</td>
<td>0.9 g 4.1 g</td>
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Woodford House