

# CARMEL COLLEGE

*Act justly, love tenderly, walk humbly with your God – Micah 6:8*

## TEAM HI-FI

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### **ISSUE:**

There is a high percentage of the New Zealand population who are diagnosed annually with bowel cancer. A high fibre diet is recommended to reduce the incidence of this disease. Specific target groups who are at risk are those in their senior years.

Most premixes produced in commercial premises do not have enough dietary fibre, which created an ideal opportunity for our team.

### **AIM:**

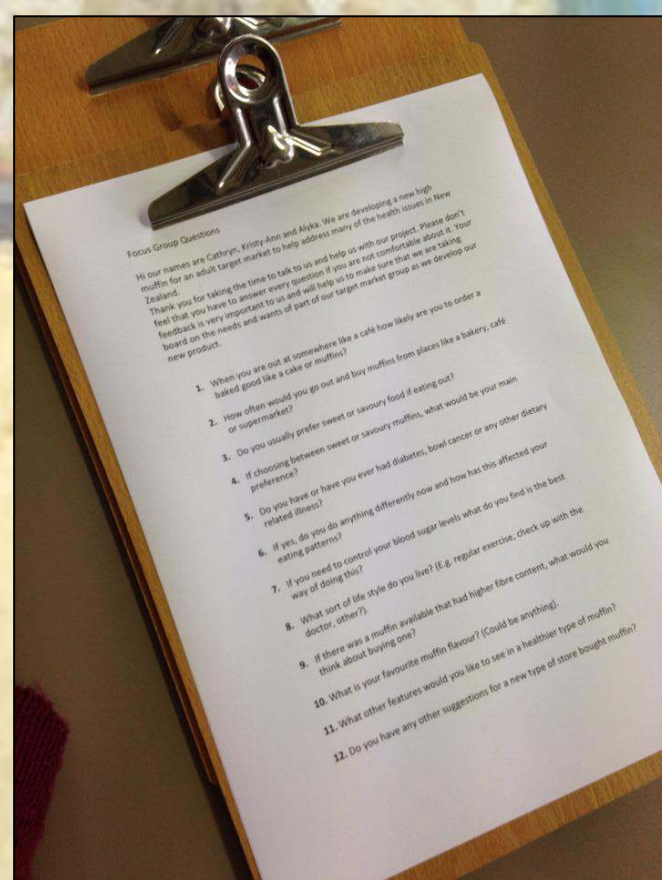
To develop a novel crème muffin base mix that is high in vegetable fibre and lower in sugar.

Our intended environment is cafes and bakeries.

Our main target market is adults, specifically 50 plus.

### **METHOD:**

1. Researching food trends and market gaps for initial ideas
2. Trials to determine potential flavour ideas
3. Interviewing target market
4. Technical research to match control premix
5. Experimental design to trial fibre additions and adjuncts
6. Sensory evaluation and feedback from target market
7. Final production



### **PROBLEMS ENCOUNTERED:**

- Formulating the existing base mix
- Time and equipment constraints
- Level of technicality was challenging
- Achieving a desirable texture and flavour in the final muffin
- Maintaining an acceptable shelf life



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