



Project *Lusso*

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Brief:

For our project we were given two briefs in which we were given to both of the groups in our class, each group was then given one of the two briefs. The brief in which we were given was to develop a luxury dessert product targeted at women between the ages of 30-40 years old. The product must be consistent with the image of a customer of Hawkins Watts – a dessert company specialising in luxury product.

The product could/must:

- Be chilled/frozen
- Have an allergen free claim that is suited to the target market
- Meet the FSANA regulations for allergen labeling
- Be targeted at women aged 30-40
- The packaging must be appropriate for a chilled/frozen product and attract your target market

Need For Our Product:

There is a need in the market at the moment to fill the gap of novel luxury desserts. Our product gives us the opportunity to fill this gap while developing a product that meets the brief we have been given. The need for a product aimed at women aged thirty to forty, that has an allergen free claim (s), and can be chilled or frozen, is given to us through our brief. Developing a dairy and gluten free panna cotta allows us to meet this need as we go through the development stage of this internal. The need for a luxury dessert that is also healthier than most desserts is a aim that we as a group hope to achieve, while creating a product that our given target market enjoy, and is able to be made despite the constraints that we may face (time, cost, ability etc).

Trial 1:

- Flavours we experimented with: Passionfruit and raspberry (raspberry coulis)
- Setting agent used: Gelatin powder
- Brainstorm more possible flavours that we could experiment with the actual panna cotta.

Trial 3:

- Coffee and caramel
- Gelatin powder
- We were going to try using a different setting agent to replace the gelatin to see if this impacted and improved the product. We changed our flavours that we were experimenting with to coffee and chocolate.

Trial 4:

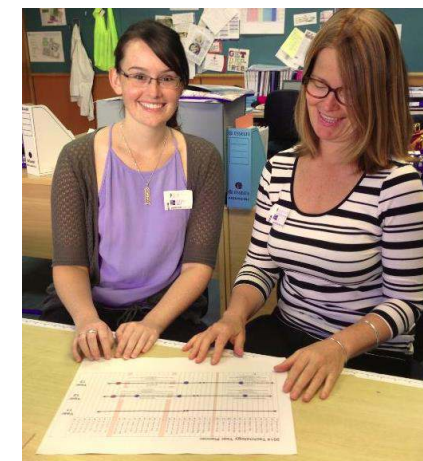
- Coffee and chocolate flavours
- Pectin and no sodium citrate
- We used the same flavours and setting agent, however we added sodium citrate to the pectin to see if that had an impact on the ability for the panna cotta to set. We will now try to experiment with sauces and garnishes.

Trial 5:

- Granulated coffee vs instant, normal chocolate flavour
- Pectin and sodium citrate
- We changed the quantities of sodium citrate and pectin. We decided to use granulated coffee and chocolate flavours and also continued to further develop the garnishes. We used the chocolate and coffee flavours that had been supplied to us by Hawkins Watts.

Trial 6:

- A mixture of chocolate and coffee flavours, as well as a mixture of cocoa and chocolate liquor.
- Pectin, sodium citrate and calcium lactate.
- We have narrowed down our flavours to create our final prototype which is a coffee flavoured panna cotta base (granulated coffee) and a chocolate sauce that can be served as a garnish and optional accompaniment.



HawkinsWatts
Food Ingredient Specialists

Target Market:

Our target market is women between the ages of 30-40, through our project we have had to make modifications to our ideas and then further to our ingredients and final recipe in order to make sure that all of the factors/attributes that made up our product (flavour, texture, nutritional value) matched/suited women of these ages. The product we create must be age appropriate and have nutritional value in order to suit our target market.

Final Recipe:

3 cups (750) lite coconut cream
1 Master foods vanilla bean
3/4 cup (115g) caster sugar
2 1/2 teaspoons gelatin
2 tablespoons of boiling water
2-4 drops coffee flavouring (natural)
2 tablespoons of chocolate liquor
2-4 drops chocolate flavouring (natural)
2 teaspoons cocoa powder

Packaging

For our packaging of our final product (panna cotta), we have designed and decided on a logo for our product Lusso Panna Cotta that we believe will attract our target market. This is because of the simple and sophisticated design of the logo we have chosen. In terms of our actually packaging we are still in the development process of deciding which method would be best suited for our product. Our plan is to research and brainstorm further, so we are able to come to a final conclusion on the packaging of our product.

Client

Hawkins Watts is a Australian and New Zealand based company and is the company in which we will be developing a product for during this internal. Hawkins Watts specialises in luxury products and will be a huge help to our development process. Hawkins Watts will be our client for this internal and with help from our mentor and main stakeholder, Sarah Beaton, will provide us with a type of hydrocolloid to use in the development of our product. Our client will also provide us with any specialised equipment that we may need throughout this process.

Main Stakeholder:

Name: Sarah Beaton
Age: 22
Company: Hawkins Watts
Occupation: Food Technologist
University: Massey Uni
Past: Research assistant at Massey Uni and Kitchen assistant at Devonport Chocolates

As well as Sarah, our class, peers and teacher will also be our secondary stakeholders who will be helping us gain feedback on how to develop our product.

Garnishing

For our product we believe that a sachet containing chocolate or coffee sauce, will go along well with the coffee and chocolate flavours we have developed. We will need to further trial these flavor combinations along with our product in order to decide what garnishes we will develop.



Problems to Overcome:

Setting Agents: Through our trialing process we have had trouble finding a solution to how we are able to set our product in an appropriate way. Through trialing the pectin supplied to us by our clients we decided that we would not be able to make our product vegan as the pectin did not set the product like we would wanted it to. This meant we resorted back to using gelatin as we did in our first two trials. **Allergen Claims:** This Panna Cotta has numerous allergen claims. The major allergen claim is that this is Dairy-Free. Our product does not contain any milk-based products and is therefore dairy-free. This product is also gluten free and nut and peanut free (although this product was made in an area which has had peanuts and nuts). This product does contain an animal product (gelatin).

Nutritional Values:

Our product is not only low in sugar (one serving), we can now say that our product is dairy and gluten free, which is good for our target market as they are particularly health conscious and like the idea of a healthier dessert that has nutritional value as well. With further research we will be able to confirm the exact nutritional value of one serving that we plan to base our measurements on.

Benefits of Coconut Cream: The good: This food is very low in Cholesterol and Sodium (salt). It is also a good source of Manganese. The bad: This food is very high in Saturated Fat (in high doses). Because of coconuts strong antioxidant properties and health benefits, it can also be used to. Lower cholesterol (blood pressure), stabilise glucose levels, regulate hormones, increase your metabolism and kill harmful bacteria. Dairy and gluten free products have a huge impact on your health (a good one). They are know to promotes healthy digestion, metabolism and skin, you are avoiding processed foods and you are at a lesser risk of any kind of bow syndromes.