A lack of healthy custards on the market.

Develop a novel, dairy dessert that will appeal to the gourmet dairy market.

To develop a unique take on creme caramel whilst being healthy and delicious. The product should be cane sugar free, gluten free, low in fat and packaged in a design suitable for our target market, teenagers.

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Product Development

Brainstorming
- Ideas
- Product options
- Target market

Product decision
- Creme caramel
- Target market = teens with braces

Ingredients
- Additives
- Flavouring
- Sweeteners

Research
- Stakeholder’s needs
- Packaging
- Market research
- Food, health, and safety

Industry advice
- Esraa (mentor)
- Nick Parker

Surveys
- Teenagers online

Product Testing

Health and Safety training
- Course 167
- Prep for testing

Test Batches
- Our product vs. store-bought
- 17 recipes tested
- Varied Recipes

Ingredient trialling
- Additive trialling
- Sweetener trialling
- Egg pasteurisation

Method changes
- Oven baked
- Stove top

Target product trials
- Caramel trialling
- Custard trialling
- Caramel with Date paste

Product Attributes
Sweet- honey instead of cane sugar
Harmony- all flavours compliment each other
Healthy & Nutritious- Low fat, no cane sugar, gluten free
Serving size- suitable for teenagers

Problems we encountered
- Realised that water bath was inappropriate method of cooking custard for mass production: Started new set of trials.
- Developing custard recipe: What combination of thickeners, stabilisers, and gelling agents would produce the best custard?
- Shelf life testing: Refrigerator turned off during trial. Samples turned mouldy

1) Research
2) Sketches
3) Produce & Scan net
4) Experiment with designs
5) Final Design

Unappealing colour
Too Dense
Too Thin
Final Product