

ROJOLA

SITUATION

Protein drinks are more readily consumed than milk. Milk can provide the most benefit due to its low fat and protein content. Protein powder is a common choice.

- **Flavor:** A lot of women love the tangy taste of tartaric acid. However, this does not taste like fruit. It is a common choice.
- **Texture:** A lot of women love the tangy taste of tartaric acid. However, this does not taste like fruit. It is a common choice.
- **Price:** Protein is an essential nutrient. However, this does not taste like fruit. It is a common choice.

RESEARCH



Through research we have found that many drinks are marketed as such. The price is often an unfair advantage as the nutrients and protein are better suited to men rather than women. We don't often see protein drinks for women in the store and we often see they feature from the general public's view. They are marketed and advertised to mainly men, we see it on infomercials, in stores and in supermarket aisles. The packaging of the packaging are also important and the built colours such as blue, red, black, white and silver are seen depending on the brand.



Hansells Field Trip

On the 20th of May 2014, our class went on a field trip to the Hansells factory and Dorel Craft Factory. On the tour we learned about health and safety, and the production operations which helped us with our own production.

INTENTIONS

Our intentions are to make a protein powder drink. Intended to be specially made to cater for women.

Water: We would like the product to be mixed with water rather than milk as milk is expensive and messy. Water will be much cost effective and easier for the consumer but the texture to the consumer to our milk will still be noticeable to those of less choice to drink.

Taste: We would like the product to be a delicious flavoured drink. We want the consumer not like a real protein or Mixed Berry, raspberry, strawberry, and blueberry, and banana.

Nutrients: We would like the nutrients that a real protein provides. Especially the potassium and magnesium that is known as this is really good for menstrual cramps.

Extra: We would like to add the nutrients found in coconut oil as it is very popular across the health lifestyle area of nutrition in many females.



For this trial we used a protein base mix found in supermarkets.

- Good consistency
- Pleasant taste



For this trial we used milk powder and water as we want the end product to be able to be mixed with water as it would be a more affordable option for the consumer.

- Milk was the most dominant flavour
- Coconut oil gave a delightful taste
- Consistency was fine



For this trial we used normal milk to see if it would taste better than the milk powder formulation.

- Formula tasted slightly better than the previous trials
- Thicker consistency
- Was still quite tasty



This was our final formulation containing the correct concentrations for the protein powder.

- This formulation had a very pleasant taste
- This formulation tasted just a like a proper protein drink



For our first test we unfortunately didn't have the mixed berry flavour of the protein.

- Delicatest flavour was banana, but was still quite mild
- Milk powder hadn't dissolved as it wasn't mixed properly



Since there was no mixed berry flavouring, we substituted and used a mix of raspberry flavour, strawberry flavour, and blueberry flavour.

- The taste was perfect, it had a refreshing coconut flavour with a lovely hint of berries
- Banana was subtle but pleasant
- Fat contained, refreshed, and energized

NOTABLE NUTRIENTS

Magnesium & Potassium are really important to the female body as follows: (1) Potassium and Magnesium work hand in hand to help regulate heart, muscle and digestion to work. (2) Better sleep that magnesium also helps reduce menstrual cramps. (3) Potassium 'low protein is important for women' is muscle development. Women research has shown that low protein is the body to affect your metabolism and can reduce the risk of heart disease and breast cancer. (4) Storage and while women need the daily intake of 48 grams of protein a day. (5) Calcium: The body cannot produce its own calcium, so it is important we take calcium supplements. When women participate in physical activity early on in life it is important for them to drink calcium to get the best bone mass possible. Calcium helps the bones to become stronger and decreases the chance of Osteoporosis in the future. (6) Iron: Iron is a mineral used by the body in the production of red blood cells. (7) Studies show that women in New Zealand suffer high rates of iron deficiency this is often because they do not eat enough red meat. (8)

FORMULATION LIST

Code	Ingredients	%	Quantity (kg)	Cost	Ingredients	%	Quantity (kg)	Cost
1001	Protein Powder	70%	700	1400	Water	30%	300	600
1002	Protein Powder	70%	700	1400	Water	30%	300	600
1003	Protein Powder	70%	700	1400	Water	30%	300	600
1004	Protein Powder	70%	700	1400	Water	30%	300	600
1005	Protein Powder	70%	700	1400	Water	30%	300	600
1006	Protein Powder	70%	700	1400	Water	30%	300	600
1007	Protein Powder	70%	700	1400	Water	30%	300	600
1008	Protein Powder	70%	700	1400	Water	30%	300	600
1009	Protein Powder	70%	700	1400	Water	30%	300	600
1010	Protein Powder	70%	700	1400	Water	30%	300	600

LOGO & PACKAGING:

Miss
FIT

This is the logo we have designed for our product. We came up with many different concepts and the one that we was the best design. We made "Miss" in a cursive font to represent the female and "FIT" in a bold font to represent the health and fitness aspect of the product.

Previous Concepts:

MISSFIT MISSFIT MISSFIT

Final Packaging:



Left: Protein shaker bottle with MissFIT logo on it. The bottle will contain the mixture.

Below: Shaker serving section.



LETTER OF ACKNOWLEDGEMENT

On behalf of Miss Rojola we would like to thank our sponsors for the help and support for us to be able to participate in this challenge. We would like to thank Hansells Masterton especially Mr Malcolm Macdonald and Mr Lorne Hubert for assisting us and providing us with the necessary items to create our product. Also, thank you to our very Hansells Masterton for providing us with the necessary items to create our product. Thank you to Alan Wilson from Hawkins Watts for providing the much needed assistance to complete and participate in this challenge.

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