

CHEESECAKE FAVOURITES



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Issue

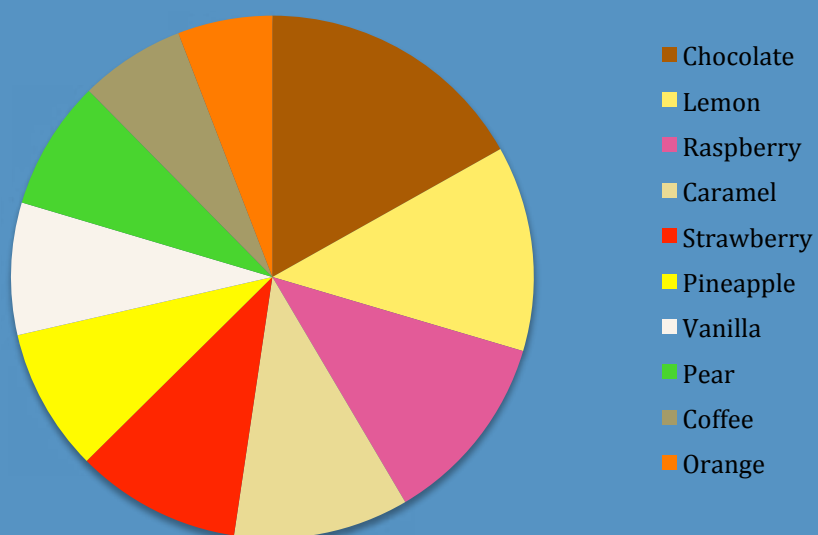
There's always one person at barbeques who bring a box of Cadbury favourites as a plate to share around, these flavours are getting dull and unexciting causing people to get sick of them. Currently on the market there are packets of sampler biscuits and boxed chocolates however cheesecakes are not an option. A box of sampler cheesecakes would bring the life back into barbeques and excite people's palates once more.

Aim

To develop and produce a shared, frozen cheesecake, which can be produced by Florentines Ltd

Desirable Product Attributes

- Different flavours
- Bite sized-don't need plates or cutlery to serve
- Base to be firm as not to crumble
- Cheesecake baked to stay intact when transporting and sitting out
- Share pack



From this I chose the four most popular favourites chocolate, lemon, raspberry, Caramel.

Issues encountered-Key decisions made

- Cracking on top
- Sinking after cooled
- Crumbly base
- Not enough flavour
- Serving size
- Number in pack



Method

- Researched existing cheesecake and share pack products on the market
- Trialled formulations to refine the base and cheese layers
- Sourced natural flavours and colours
- Undertook consumer sensory research on product size and flavour
- Designed product packaging and labelling

Final Product Concept

Our final product concept is a cheesecake sampler box, made up of 12 mini cheesecakes. There will be four different flavours in the box, three of each flavour. The flavours chosen to put in this sampler box consist of two fruit flavours (raspberry, lemon) and two brown (chocolate, caramel). The cheesecakes are packed into a plastic, formed tray in a box with a window to display the product.



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