

ISSUE: A supermarket review has shown there is a lack of high-end dessert in the market, though they may have an appealing appearance, they are let down by their packaging and flavour. There are also limited share products suitable for taking as a plate to a function.

AIM: Our aim is to produce a high-end dessert suitable for a dipping platter. It is to be made by Florentines and sold frozen to be defrosted and sold chilled in the supermarket

DESIRABLE PRODUCT ATTRIBUTES:

Taste – Real flavours; premium

Texture – Smooth, Creamy,
Biscuits can be dipped without
being broken

Packaging – Premium packaging

METHOD

Researched existing desserts at the supermarket

Brainstormed ideas

Discussed concept with target market

Trialled dip bases

Trialled flavours

Collected consumer feedback on flavour liking

Tested freeze/thaw stability

Finalised flavours

Finalised packaging

FINAL PRODUCT CONCEPT

A sweet cheesecake dip to be used as part of a shared platter. A range of 3 flavours (tea (emerging trend), chocolate, citrus (popular flavours in existing desserts) for consumers to choose from.

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