



# Blueberry Bite



Rosehill College

## Brief:

The brief we looked into developing was. "Develop a biscuit with an enhanced nutritional benefit to the consumer over current products on the market. This benefit should reflect current nutritional issues and meet FSANZ standards for any content claim."



## Product Specifications:

- Wholemeal Flour
- Self raising flour
- Dehydrated blueberries
- Brown Sugar
- Margarine
- egg powder

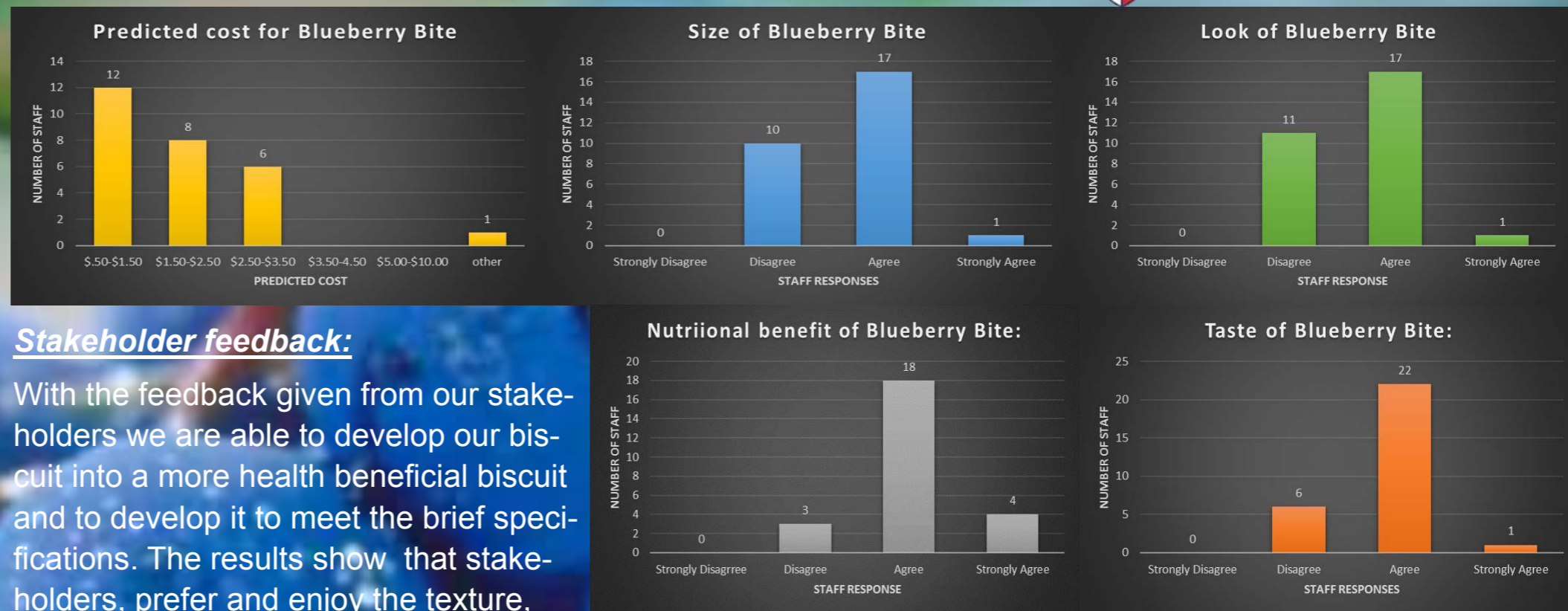


## Prototyping.

Throughout the prototyping stage we have decided to develop the shape of the biscuit into a bite size rectangle which allows for easy consumption and preparation. The attributes continue to be refined as stakeholder feedback becomes more available.

## Stakeholder feedback:

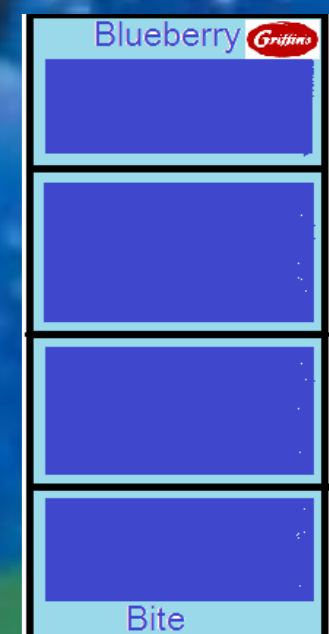
With the feedback given from our stakeholders we are able to develop our biscuit into a more health beneficial biscuit and to develop it to meet the brief specifications. The results show that stakeholders, prefer and enjoy the texture, size, taste and the fruity nutritional benefit which enhances this product. They are also willing to pay approximately \$12.00 for a pack of 12



## Sponsor



## Predicted packaging



\$12

