Predicted Cost for a pack of 24

$9.99

chill out bickies

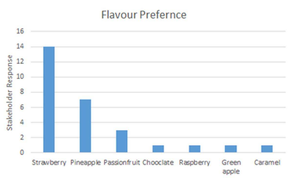
This is our predicted packaging. A long tube that has the cookie dough inside.

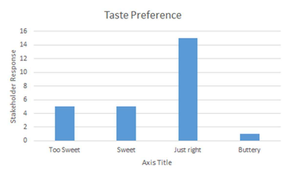
Brief given to us from Griffin's Foods Ltd:
Frozen to Freshly baked. To develop a Griffins cookie douch or par baked cookie that is frozen for customers to bake at home.
The challenge here is to create something that will bake well after freezing and it MUST NOT contain fresh eggs or milk due to the microbiological risk.

Product Specifications:
Plain Flour, Butter, White Sugar, Water, Egg Powder, Baking Powder, Natural Flavouring, Natural Colours.

Attributes:
Taste = Sweet strawberry flavour
Durability = Can last up to three months in the freezer
Appearance = Red Pinwheel design on the cookie, when sliced
Texture = Crunchy on the outside, soft on the inside
Size = Approximately 25cm in length
Shape = Log form

Developments;
Why? We created this product because we wanted to make cookies quicker to bake and can be used for people that do not have the time to bake them from scratch.
We have decided to have multiple flavours that can suit the customers appeal. We have currently developed, strawberry with chewy strawberry bits, orange choc chip and banana choc chip.
When we took these to the staff room the majority of the staff perfered the orange choc chip flavour.





These graphs are showing the feedback from the staff room. Most of the teachers loved the strawberry flavour that we took to them. Only a few people wanted other flavours like chocolate, raspberry, green apple and caramel. 58% of the teachers loved the taste of the cookie, they thought that the cookie was just right.

We decided to help people in the kitchen when it comes to delicous, quick and easy cookies. So we made cookie log that people could take home and bake delicous home made cookies. This will benefit people who do not have the time to make cookies from scratch, but still want to have the fresh tatse of cookies

Special thanks to: Mrs Sharma, Griffin's Foods Ltd. (Shelley Banham and Tessa Tietjen), CREST, Future In Tech (Gay Watson), Rosehill College, Chelsea Sugar and NZIFST