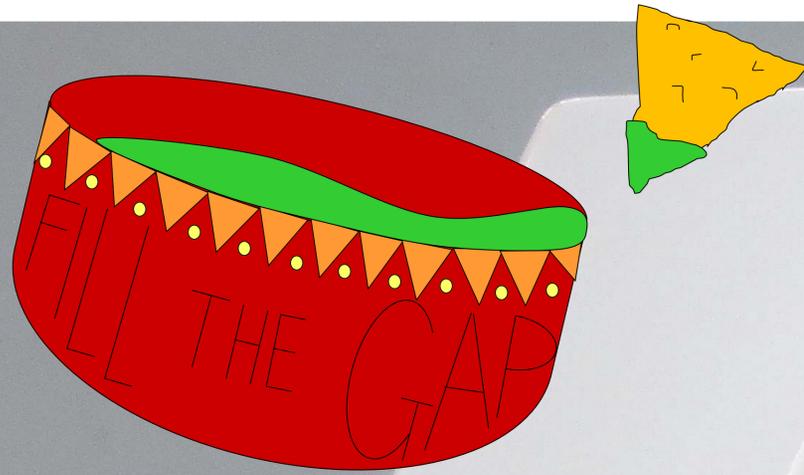
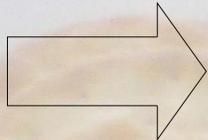


Waitara High School Crest Product Development Team 2014

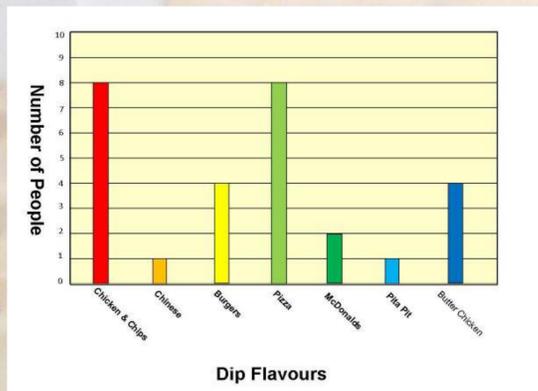


Brief Development

Fonterra have given us a list of products to choose from and develop. Our challenge was to develop a novel chilled dairy based dip or spread which appeals to teenagers. The spread had to be something teenagers would put in a sandwich when they got home from school and needed a snack, or something they could put in their lunchbox to eat with crackers or veggies on the go.



Flavours Survey



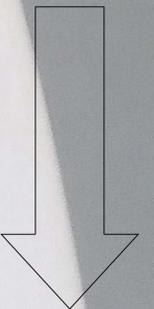
Survey

Once we had decided on possible flavour ideas we created a survey to get feedback from the student body to find out which flavours people most preferred. We found that pizza and Chicken & chips were most popular. The next preferred options were butter chicken and burger flavours.



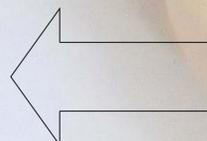
Market Research

Throughout this project we have been briefly researching other dips such as Mammoth, Tararua and Maggi sachets to help us with ideas for flavours and packaging ideas and colours.



Final Recipe

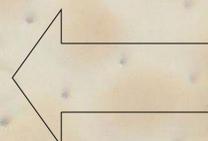
100g sour cream
5g Pizza seasoning powder
0.5g Tomato enhancer powder
0.5g Fried garlic powder



Final product and Evaluation

Once we had finalised our recipe, we prepared a sample for Natasha with various dipping items to make sure that the flavour combinations worked well. We were given a positive response from our mentor, and all of the members in our group enjoyed it.

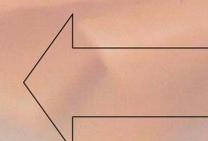
Through doing this project we can all agree that we have gained some useful skills and knowledge. We put in a lot of hard work, and we think that we have done a great job. Our final product shows how much effort we put into this project. We would like to acknowledge Natasha for guiding us to success.



Developments

To familiarise ourselves with the products we were given, we experimented with different proportions and different bases. We were also able to get some guidance from our mentor, Natasha who works for Fonterra.

We used our science department's scales which enabled us to measure the powders in minuscule amounts. Through numerous flavour trials, we decided on a final product.



Trial and Error

Once we had decided on our final dip design, we started to experiment with the powders which were given to us from Hawkins Watts which were very new to us so we were unaware of how to use the products and the correct proportions to use. Each time we trialed the flavours, we were able to identify the errors and fix them up to make the dip as tasty as possible and fit the specifications of the brief.

