



Kiwi Custard

キウイフルーツのカスタード

Problem: In Asian countries such as Japan and China many people deal with lactose intolerance, but the products available don't take this into consideration and lactose is common. Our aim is to create a lactose free desert using New Zealand primary industries that is exportable to Japan and can be enjoyed by everyone!

Specifications

- Must be made from New Zealand primary industries (dairy and horticulture)
- Must be lactose free
- Must be suitable for the Japanese market
- Must be snack size— similar to a yoghurt pot
- Must be tasty!

Research

After finding some information on emerging Asian food markets, we decided to focus on Japan. When we continued our research we discovered that lactose intolerance is high in Japan, up to 90% in some places. That is the reason that we decided to focus our product on the niche market of lactose free foods. As we continued our research we found that kiwifruit is a fruit associated with New Zealand, so using it would further the New Zealand market.

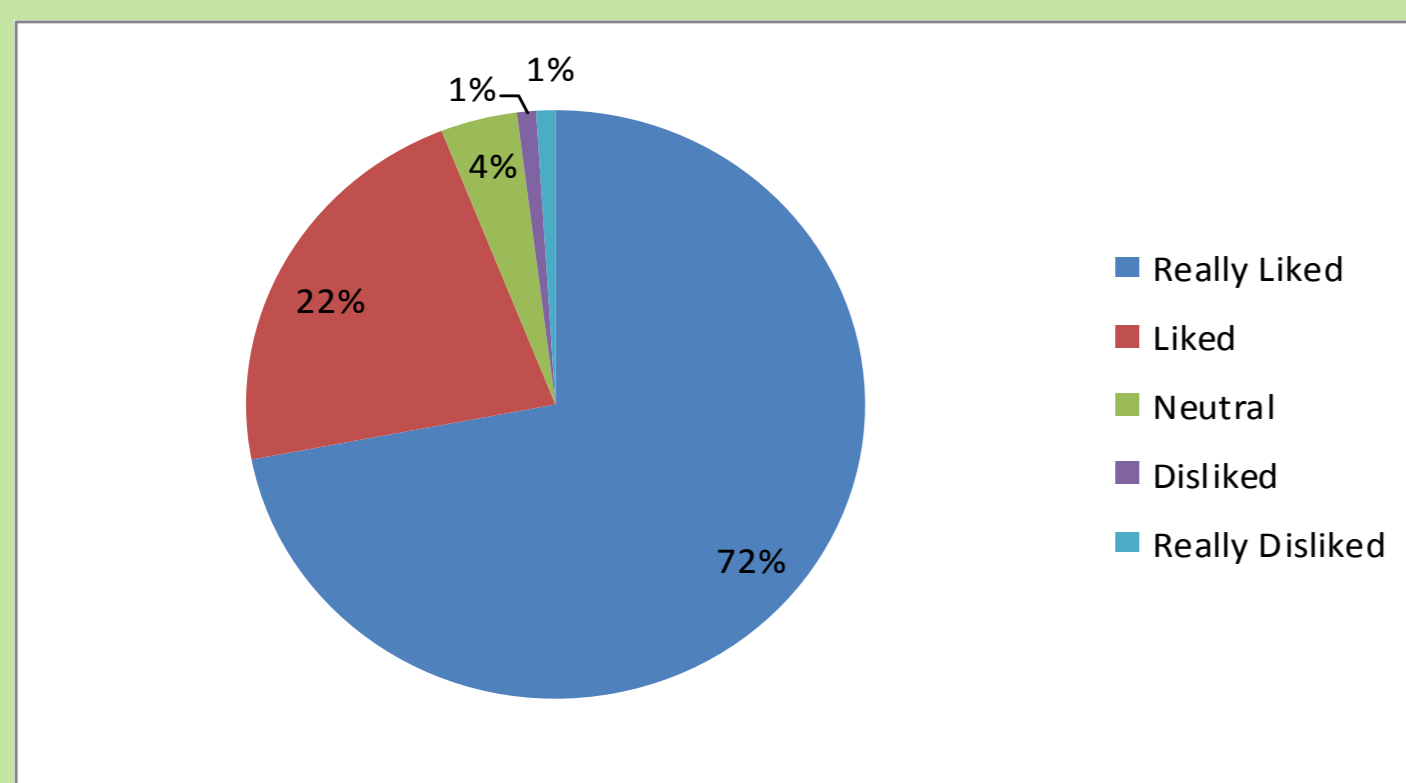


Development

We conducted focus groups to narrow down our specifications, then began trialling. At first we designed our product to be a custard with combined kiwifruit and dairy flavours, based on a pectin fruit milk. Soon we found that this was impractical as the flavours mixed to become unappetising and the acidity of the fruit made it curdle. While meeting with our mentors they suggested that we present it as a plain custard topped with a kiwifruit jam. We experimented with this until we found our optimum formula through balancing sweet and sour flavours.



We gave a taster of our final product to 96 people at the school open evening, so a variety of different consumers. These were the results.



Packaging

Through our research we found that the kawaii (cute) theme is very popular in Japan. Our kawaii character is a dragon. While researching we found that the cultural stigma of having a small mouth. We have found a solution to this by creating a diamond shaped label that folds out to hide the mouth with the face of our icon on one side, and nutritional information and ingredients on the other.



Future Directions

Given more time, we would develop a way to make it a UHT dairy product, thus enabling easy export. Currently it has a very short shelf life. This step was made impractical by our lack of equipment in the school.

If we were able, we would have designed packaging that is more long-lasting, but still has all the qualities we need. Again, our inability to do this was dictated by our resources.

Acknowledgements

Our teachers Marietjie Van Schalkwyk and Natalie Randall.

Our mentors Ann Hayman, John van den Beuken, Charlotte Treffers and Clare Chandler from the Ministry of Primary Industries.

The school's Japanese teacher Sharon Henry, for her advice and feedback.

Goodman Fielder for their sponsorship.

Our families for their support and goodwill, even after kitchen accidents.

Hazel Williams for her awesome dragon design.

All our testers and focus group partici-

