

Nature Vibes

Manuka Honey Frosting



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BRIEF

The Ministry of Primary Industries provided us with a brief that stated an export product had to be created for an international market that showcased one of their produce. This includes: meat, dairy, fish, honey and horticulture.

AIM

Nature Vibes will develop a 'me too product' that is a healthier version of buttercream frosting for the American market. This product is aimed at meeting the nutritional deficiencies existing in the American market. The aim is for the development of a product that includes 'all natural' ingredients. Finally, the team is aiming at the development of a product with minimal ingredients and natural flavouring.

RESEARCH

Our final concept was derived from research based on America's dietary needs and food trends. The aim was to create a 'me too' product that will satisfy the needs of health conscious people, especially as obesity is a rising cause of concern for the country. Initial research was conducted regarding statistics and facts around obesity and ways to combat this issue. Yoghurt was the ingredient that had health advantages that included a high calcium value and claims about it preventing weight gain and maintaining weight loss. The fact that it also appeared on the 2014 food trend list made it the most obvious product for us to work with.

Research showing the love that Americans hold for baking inspired our labna based frosting concept. The idea of developing a healthy version of instant frosting came to mind. The absence of healthy instant frosting on the market revealed a gap in the market that was not to be missed. Compared to current 'ready to use' frostings that include a range of additives and artificial colourings in the ingredient list, our manuka honey cheese frosting can be proud as there is a limited - 'all natural ingredients' list.

Concept Development

First concept Idea - Ginger made from Whey.
Pro's:
 - Recycles waste dairy produce high in nutrients that American's lack in
 - A substitute for sugar ridden fizzy drinks, that are a rising cause of obesity rates in America
Con's:
 - Exporting drinks effects costs of exporting because of water weight



Third Concept Idea
 Labna Frosting - Lemon vs Vanilla
Pro's:
 - Healthier substitute to existing products
 - Gap in the market
 - Original
Con's:
 - Limitations for when exporting

Would you buy the icing?

Response	Percentage
Yes	83%
No	17%

These graphs indicated to the team that the concept idea of icing is acceptable, as 83% said they would buy it.



Second Concept Idea - Frozen Pizza with Whey Ketchup and Labna Cheese
Pro's:
 - Healthier version of existing frozen Pizza's
 - Provide nutrients
 - Convenient for students
 - Recycles waste dairy produce - whey
Con's:
 - Competitive target market with a lot of competition

On a scale of 1-5 how much did you like the Pizza?

Like Rating	Percentage
Like 1	0%
Like 2	0%
Like 3	12%
Like 4	25%
Like 5	63%

Key Decision - NO GO
 This concept was NOT to be developed any further.



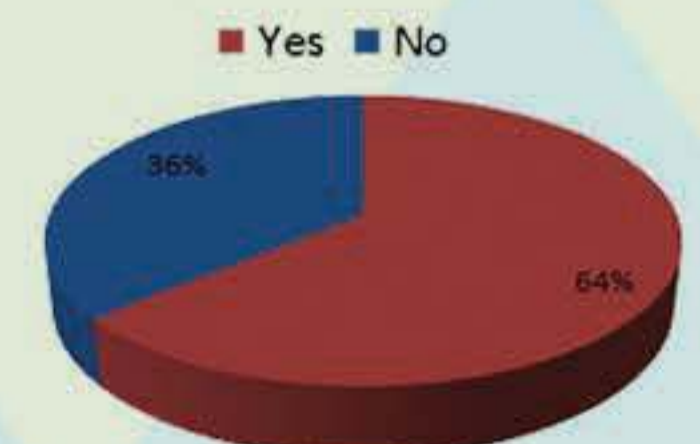
Final Concept Idea

Final decision: To create a Manuka Honey frosting.
Pro's:
 - New Zealand flavour
 - Healthy substitute to butter cream frosting
 - Ready to use from the freezer. Great for exportation
 - Ideal consistency and flavour
 - Convenient



Final Sensory evaluation conducted with the American market.

Would you use this frosting as an alternative to buttercream frosting



64% of the Americans that tried our product said they would use it as an alternative to butter cream icing. However, the comments suggested the Manuka Honey flavour to be too strong for their liking. To combat this issue Nature Vibes improved the optimum formula by decreasing the amount of Honey in the frosting.

Comments:
 "I think the consistency and colour was great!"
 "Taste was great."
 "I would use this if I was looking for a different flavor/healthy alternative on cupcakes."

Shelf Life
 As the product consists of a high risk ingredient - dairy, the product has a short shelf life. This issue arose when deciding on ways of packaging and exportation of the product. After research, contacting microbiologists, consulting mentors and teachers, many procedures were discussed that could help investigate ways of extending the shelf life or finding a suitable way of exporting the frosting. These were: investigating the pH levels, moisture content, water activity and freezing. Trials were undertaken to test the following. Labna had a suitable pH levels, therefore this was not an issue.

Experiments were conducted to test the moisture content of the frosting in a food dehydrator. A sample of the frosting was also frozen to see if this had a valid result. Freezing the product had a positive outcome, because when the frosting was removed from the freezer it still retained its original consistency, and was almost instantly soft and pliable and ready for use.

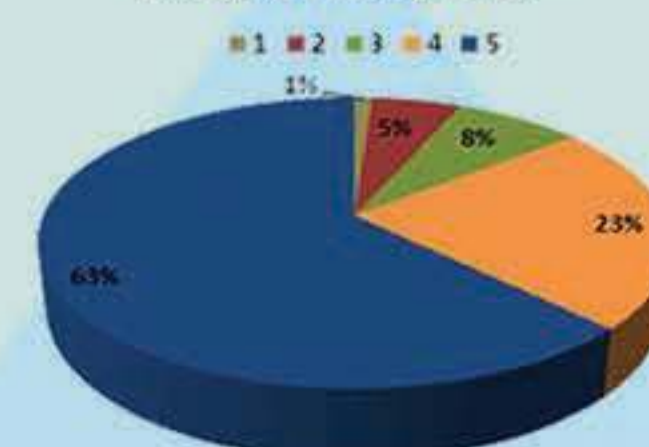
The conclusion was that the Nature Vibes have developed a 'ready to use' instant frosting straight from the freezer. The reason being that honey has the same effect as sugar when used in a frozen product. The sugar molecules slow down the freezing process, therefore resulting in the frosting remaining in its original state.

Initial Sensory Evaluation conducted with the New Zealand market.



Sensory testing - Identifying preferred sweetener between Manuka Honey, Stevia and Sugar.

On a scale of 1-5 how much did you like Manuka Honey Icing?



Overall 85% of consumers liked the product, which justified our reasoning to used Manuka Honey as the sweetener.

Thanks To:

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- Rich in Calcium
- MPI produce
- New Zeland flavours
- Original
- Natural
- No Additives or Preservatives
- Convenient to use
- Ready to use from the freezer

Nature Vibes has developed 'Manuka Honey Frosting,' a healthy substitute to butter cream and packaged frosting. The main focus for the team was to create a product that would satisfy the dietary needs of the health conscious amateur cooks in America. The product contains natural ingredients and no artificial colour, flavour or preservatives.

