



海带猪 面条



Seaweed Noodles and Pork Scratchings - Seaweed Noodles and Pork Scratchings

INITIAL BRIEF -

Our team, Sulla Inc, was given a brief by the NZ Ministry for Primary Industries, for the purpose of the NZIFST product development challenge. In order to decide upon which type of product we were going to develop, the specifications had to be considered. The given specifications were;

- The product must contain an exportable NZ product.
- The product must be made following food safety handling and hygiene practices.
- The development process must be ethically conducted.

RESEARCH -

After extensive research we decided that malnutrition is a very serious issue in the world, and specifically 70% of the 1 in 3 children who are effected by micronutrient malnutrition are found in Asia. We decided we wanted to address this issue by focusing a product that is rich in iron and vitamin A.

MARKET RESEARCH -

Focusing on Asia provided us with a good opportunity to utilize WHS's extensive exchange program from which we were able to successfully run focus groups on our trial products so we could compare it to the Asian palette and market.

CONCEPTS & PRODUCT DEVELOPMENT-



PACKAGING AND PRESENTATION

Sulla Inc. decided to fuse together aspects of the Asian and New Zealand culture into the packaging, by using red colours (for the Chinese) with yellow koru inspired spirals (for the New Zealand). Along with Chinese characters to appeal to the target market.



TRIAL-

The team utilized the Wellington High School Open evening and conducted a trial using the variety of plausible consumers to test our product on both flavour and appearance. This trial gave us more conclusive results on our finalised product as there was a bigger population to work with, as well as we recieved some very encouraging results. Though we were trialing on minors, because the children were with their parents, it means that they had parental consent to be apart of our trial.



FINAL PRODUCT

Sulla INC. have developed a product of seaweed, noodle and pork scratchings. This product consists of a basic ramen noodle recipe that has been altered to infuse kelp seaweed and umami into the ramen dough without ruining the integrity of the dough. The noodles are cut, cooked and then dehydrated. In accompaniment to the noodles we have developed pork scratchings. The pork is cut into small squares before being slowly fried in a fry pan while rendering the fat. When all the moisture is out of the pork it is flavored, part of that flavouring includes umami to keep with our specifications.



SPECIFICATIONS

- Must be high in fibre
- Must use Umami as the key flavouring
- Must be a savoury product
- Must be made following food safety handling and hygiene practices
- Must be easy to eat
- The development process must be ethically conducted
- Must be high in nutrients including Iron and Vitamin A.
- Must contain a major ingredient from NZ export market.



-Kasey Leary
-Freya Elkink

ACKNOWLEDGEMENTS -

Sulla Inc. would like to thank Marietjie Van Schalkwyk, Natalie Randall and the rest of the Wellington High School Food Technology Department as well as our mentors, John Van Den Burken, Clare Chandler, Charlotte Treffers, and Anna Hayman, as well as our sponsors Dr Saly Hasel