

ISSUE: We live in an area where our target market, teenagers are overwhelmed with the many sugary and unhealthy drinks that influence obesity, sold by various shops in the Hauraki District, including school canteens. Even though our school and shops sell healthy drinks they are a lot less affordable than those enriched with sugar.

BRIEF: We are to develop a novel Cold Pressed Fruit &/or Vegetable drink containing a significant proportion of fruit or vegetables, which appeals to a specific consumer group e.g. teenagers, young adults, children. We also have to attack the market with their unhealthy drinks and construct a popular, healthy and tasty product that deters teenagers from the sugary drinks sold today. We live in an area that has an excess of fruit and vegetables which will aid our availability of produce to create our juice.

AIMS:

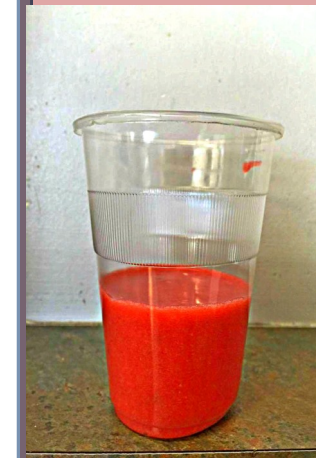
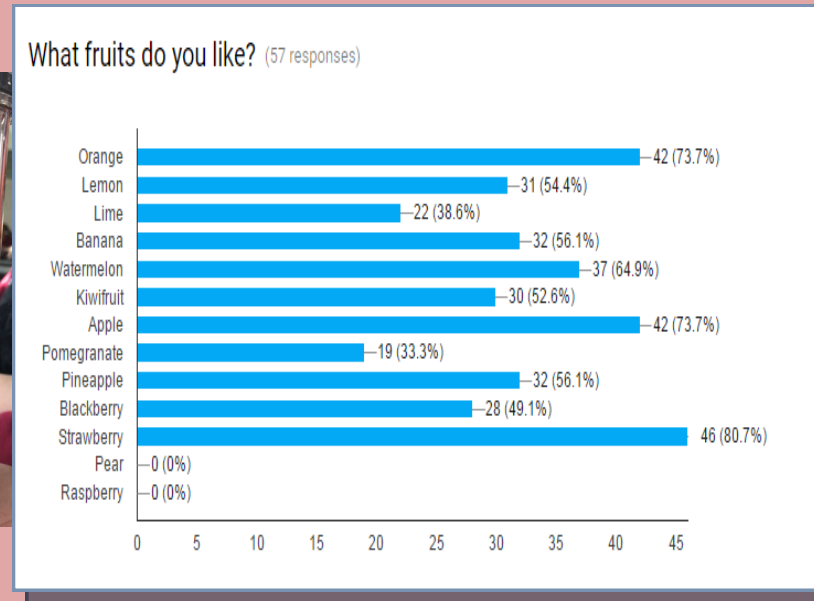
- To complete all tasks by the set deadline
- To meet our mentors visit our mentor's factory, in hope of obtaining helpful tips and advice to improve our juices and planning
- To develop a fruit &/or vegetable juice that appeals to teenagers and meets the essential vitamin and mineral requirements of teenagers, that is also tasty and appealing to the eye.

SPECIFICATIONS:

- Taste good, and appeal to our target market
- Require no preparation by the end consumer
- Be suitable as a snack after school
- Be consistent with current nutritional trends
- Be a healthier alternative to beverages commonly consumed by our target market

PACKAGING:

We have looked at various types of bottles on shelves in stores. We have come across a clear bottle, a white bottle and a coloured clear bottle. From this, we looked at the benefits of each bottle and decided to use a coloured clear bottle as this bottle allows liquid to block the juice from sunlight which attacks the vitamin and mineral content of the juice. Having a tint to the bottle also allows the consumers to see the attractive colour of our juice, the consistency and fruit content of our juice.



APPLE, CARROT & LIME JUICE

This first juice recipe we created upon the feedback we received from our stakeholders in which carrot and apple were a few of the top fruits and vegetables selected, as well as lime juice. From the juice we decided that the carrot affected the consistency of the juice making it very thick. The colour was a vibrant and bright orange colour which was sourced from the carrot, very appealing to the eye. Lastly, the juice tasted very earthy and like the carrot, no sweet or sharp flavours were detected. So next we were hoping to try and alter the recipe, so that desirable flavours could be tasted and the consistency was thin.

Fresh Sweetness

APPLE, ORANGE AND STRAWBERRY

In our previous test we found that by adding water to thin the consistency of our juice was not as logical as we first thought. So for our final recipe, we created a juice concentrate using strawberries as we knew that it was the ingredient that held the richest flavour. This has resulted in us being able to create a juice without having to use flavourless water which would dilute the flavours of the juice but allows us to retain our key flavours. By creating this strawberry concentrate, it also allowed us to achieve the juice consistency that we aimed for. As our final result, all three flavour combinations were balanced with the strawberry being the key ingredient in our juice, The juice was sweet with balanced flavours of citrus from the orange and subtle hints of apple in the background. The colour was a vibrant pink with a delightful summer fruit scent.

WATERMELON, MINT AND STRAWBERRY

Due to prior testing and knowledge of juice consistency we decided to add water to our juice, in hope of thinning it. Although we did fix the consistency, the water diluted the key flavours and the watermelon flavour was not detectable. However there was still subtle flavours of strawberry, telling us that the juice extracted from the strawberries were plentiful and rich. From this we decided we decided to create an alternative recipe using strawberry, and the apple and orange from the previous recipes.

APPLE, CARROT, ORANGE & LIME JUICE

So we knew that the orange contains a lot of juice, and this would battle the consistency obtained from the carrot in the previous juice. However the consistency did change, but was still quite thick. The apple was slightly detected, and in this recipe we decided to add more lime juice so that this would thin the consistency and also enhance the flavour. We also noticed that the orange juice when blended separately was yellow, in which when we blended with the juice dulled down the vibrant orange colour.

So we went back to our popular fruit results and trialled different recipe ingredients altogether in hope that we would be able to combine these ingredients with previously tested ingredients to battle the thick consistency and balance the flavours. We noticed that the orange juice when blended separately was yellow, which when we blended with the juice dulled down the vibrant orange colour.