

THE CHEESE WEASLES

YEAR 12, KAITLYN GIBSON, JESSICA JOHNSON-SAUNDERS, AKUHATA HARAWIRA



TE AWAMUTU COLLEGE

DEEP FRIED MOZZARELLA STICKS

Initial Concept

With our product, we wanted to bring a new cheese product to the New Zealand market. We did not initially start developing our product in this direction, however through our processes, possible new ideas sparked our imagination which led to the development of our final product.

MOZZARELLA MAKING PROCESS



Problems

Some problems we encountered were:

- Our seasoning in the coating was too strong- we fixed this by cutting down measurement of garlic salt we put in to the coating.
- The curd of the mozzarella was not setting- we fixed this by re-searching why this was happening, and we realized how precise we needed to be with the initial heating of the milk.
- The cheese kept coming out of the coating when we were deep drying- to fix this problem we decided to freeze the product before deep-frying it, therefore the cheese is solid and will not melt as much.
- Vacuum packing our product squished it- to overcome this problem we froze the product beforehand and making it more of a solid.

Survey

To begin our investigation, we conducted a survey asking our stakeholders what cheese product they would like available in the market. We did this to identify the key attributes and needs of our target audience. Our product was targeted at teenagers/youth, ages from 15-25. From our survey we could conclude that there were distinct trends where people would often like a snack that is quick and easy for them to make. These were the main areas that our team tried to focus our product on. Throughout our investigations, we have identified 4 possible flavours that generally appealed to our target audience. After trialling them all we came to the conclusion that 'Deep Fried Mozzarella Sticks' was the best product to proceed with.

BRIEF SUMMARY

The aim for our project was to develop a FMCG cheese product that Open Country Dairy currently do not produce. We began by trying to create a 'new cheese product' with the idea of developing something easy and helpful for parents making lunches for their kids. However, after initial research and stakeholder feedback, we decided on a modified brief where we would design and make a 'cheese product' suitable for teenagers and youth as an at home snack.

We then researched existing products and came up with some ideas that we thought we could use. Two of these ideas included, mixed cheese sticks and cheese slices. We also surveyed some of the parents at our school to find out what they might want in an at home snack for their children. We used a screening table to find out what ideas met the requirements of Open Country Dairy, from there we eliminated any ideas that did not pass the screen and decided on the idea we would pursue. We came to the decision of making Deep Fried mozzarella sticks.

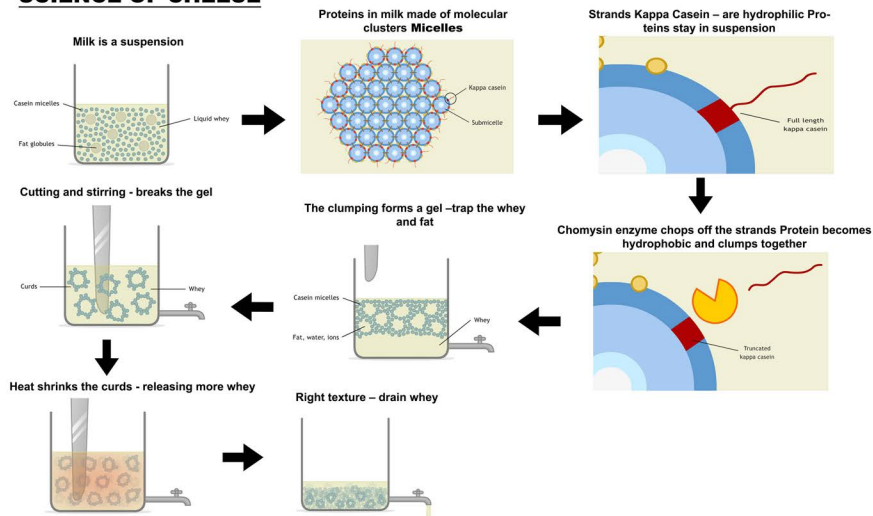
To make this product we needed to learn how to make Mozzarella. We researched, trialed and tested a range of ingredients, equipment and techniques to produce a cheese that had a good stretch, melt and flavor. We had to overcome problems of our curd not setting on several trials and realized how precise we needed to be with the initial heating of the milk.

The second stage of the process was to crumb and pre-fry our product. We trialed different size crumbs, different flavorings and seasonings and different frying temperatures. After several trials and feedback from stakeholders we decided on using plain flour, egg and milk wash and then panko crumbs mixed with Italian seasoning. We also pre-fried our mozzarella sticks until they were a light golden color.

During the trialing and testing the product ran into various problems. One of these problems we had to overcome was that the cheese sometimes escaped the coating when we put it in the deep fryer. We improved this by freezing the crumbed mozzarella to make sure the Cheese stayed in its coating.

To package our product we decided to use a clear vacuum packed wrapper so that our product would be visible. We felt this was important as consumers like to be able to see the product they will be buying. Our first attempt at vacuum packing resulted in the cheese being squashed out of their coating. We then realized we needed to freeze the sticks before we packaged them.

SCIENCE OF CHEESE



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