Berry Licious Passion
A creamy ice cream and yogurt blend with a mixed berry swirl dropped in a sensational lemon and passion fruit glaze

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Product Testing

Shelf life testing
- 10 recipes tested

Product Component Trials:
- Shell
- Berry swirl
- Yogurt cream

Method changes:
- Berry swirl sieved
- Churning

Ingredients:

- milk + cream
- yogurt
- sugar
- glucose syrup
- emulsifier and stabilizers
- frozen raspberries
- lemon juice
- water
- natural colours

Product Attributes:

- Sweet and Sour - Berry Swirl with Lemon Passionfruit
- Healthy and Nutritious - Less Fat with blended natural fruit
- Individual Serving Size

Product Development

Brainstorming:
- Product Ideas
- Target Market

Product Decision:
- Creamy yogurt with berry swirl and lemon passionfruit coating
- Target Market - Adults, Children

Research:
- Ingredients - stabilizers, emulsifiers,flavouring
- Consumer needs
- Health and safety
- Packaging
- Market research

Industry Advice:
Eras El Shal (Mentor)

Issues:

- People don't have much time in the morning to be able to make themselves a smoothie so it is easier for them to have one frozen already to go.

- We want to develop a new healthy smoothie popsicle for health conscious people.

Brief:

- Develop a new yogurt smoothie as an extension to the existing Tip Top popsicle range.

Problems encountered:

- The popsicle was too icy and didn't have the right creamy consistency.

- We decided that we needed stabilizers and emulsifiers.

- The shell didn't freeze so we had to add stabilizers and emulsifiers.

- We added too much stabilizers and emulsifiers so we needed to optimize the amount we put in.