



SNACK ATTACK



Seasoning Trials



Cedenco
where good food begins



Aim
To create a healthy, easy but fun lunchtime snack for families. That does not exist on the market, and appeals to not only parents but children to.

Issue
Cedenco foods is leading food supplier for corn, tomato, onion, apple, and Kiwifruit products. They are looking into creating a new product which will incorporate these fruit and vegetables into a snack that will appeal to families throughout New Zealand.

Research

- We went to our local supermarket to come up with marketing ideas that targeted families with primary school children, looking further into products such as: chips and crackers.
- We found that nutrition wise children need , protien, fruit and vegetables, carbohydrates, and calcium in order to remain sustained.
- We also found that the most common lunch snack option for children is a packet of chips, containing alot of salt, and being offered in many different flavours.
- This was a very important step in identifying the needs diet wise for children, finding an idea which would in the end benefit both parents and children.

Concepts

When trialling and testing our final product we came up with a series of concepts which we used the idea of trial and error to choose from. In each test and trial we wrote a series of evaluations, explaining the taste, appearance, texture, and smell; to identify the alterations we would need to make.

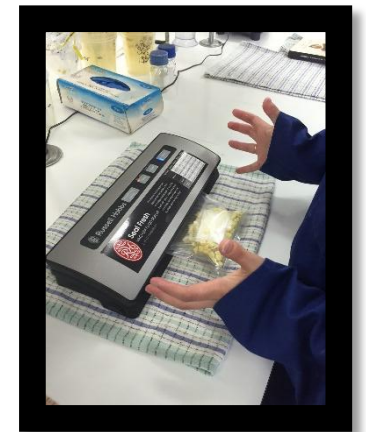
After various testing we found that the sherbet was the best choice for the sweet mix, weeding out the yogurt mix. Also removing the green Kiwifruit from the overall mix because it did not compliment the overall product. We also realised that along with the freeze dried corn potato chips and kumara chips worked, with the pumpkin not holding its overall shape, and texture. We also came to the idea that no seasoning would be the best choice for the savoury mix. In the end producing the desired snack pack which would be an easy lunch time snack for parents, whilst being delicious for children.

Developments

- When we first begun our product we found that the creation of freeze dried foods was not possible in Gisborne, so through our mentor we had to look into alternative creation sources, having to send our product away to Freeze Dried Foods in Hastings.
- We were also inexperienced in creating seasonings so we had to do alot of research and work alongside our mentor to produce a fun seasoning that would be enjoyable for children.
- Another bump in the road was working with the packaging we had a concept but our artistry was not very good, so working with an art student from our school we came up with a design that we both liked and that went with our product.
- we also were not very good with sealing technology so we had to learn how to use a sealer to produce the package that our product would be in.

Specifications

- Appeals to parents and children (5 to 18)
- Fun and delicious
- Easy and quick to prepare
- Healthy and nutritious
- long shelf-life
- High quality labelling
- Flexible to market conditions and trends



Conclusion

We have come to the conclusion that our product is a viable option for the market today and meets our aim of a quick, easy, tasty and healthy snack to help combat rising obesity rates. It can be considered quick and easy as it is packaged and can be taken at a moment's notice. It is considered healthy because it is fruit and vegetables with no additives whatsoever. The only part that is not 100% natural is the sherbet. We also realise that it could be improved with more time and resources, however we believe that we have successfully and realistically achieved our aim. Our friends and family who tried the product were really enthusiastic and several wanted to know where to buy such a product. Some statements we received were:

"Where can I buy some of this"

"It tastes amazing"

"It's like the inverse of popcorn!"

"This is so good! Is it seriously healthy?"

Some people didn't say anything they just took several more handfuls and continued shovelling it into their mouths.

Marketing

With our marketing technique we found that our greatest sale point would be the design on the package, as to children for something to be fun and enjoyable it has to be aesthetically pleasing as well as have a flavoursome taste. We also decided that the packets should be similar in size to lunch sized chip packets, in order for it to fit into a lunchbox easily, or just chucked into a school bag. so we found that a clear plastic pack would allow both these things while being easy to apply pictures to.

Acknowledgments:

"Snack Attack" would like to thank all of our consumers for all their help throughout this CREST project especially the following

- ✦ Cedenco Foods
- ✦ NZIFST
- ✦ CREST
- ✦ Freeze Dried Foods
- ✦ Carla McCulloch (Mentor)
- ✦ Erin Sycamore (Teacher in Charge)

We would also like to thank all of our family members and classmates who have supported us throughout this whole process it has been much appreciated, you pushed us to achieve.

