Snack Attack

Concept:
When trialling and testing our final product we came up with a series of concepts which we used to test ideas and 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.

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 protein, 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 a lot of salt, and being offered in many different flavours.
- This was a very important step in identifying the needs of eating for children, finding an idea which would benefit both parents and children.

Development:
When we first began 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 artwork was not very good, so we had to do a lot of research and work alongside our mentor to produce a fun packaging that our product would be in.
- We also went very well with sealers and technology so we had to learn how to use a sealer to produce the package that our product would be in.

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 packaging should be in use 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.

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 moments 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 alterations we would need to make.

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- Freeze Dried Foods
- Carla McCulloch (Mentor)
- Erin Sycamore (Teacher in Charge)

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