Issue
Consumers are time poor, but they want to personalise cakes for children’s birthday celebrations without the hassle of baking and icing.

Aim
To develop a cake which offers convenience but consumers can personalise which can be produced by Florentines to be sold chilled to supermarkets.

Desirable Product Attributes
• Attractive appearance
• Suitable for 5-10 year olds
• Quick and easy for consumers to put together
• Consumers can personalise
• Suitable for a celebration

Method
• Researched special occasion cakes with consumers
• Researched birthday cakes in the market
• Interviewed bakery
• Concept research with target consumers
• Trialled recipes and colours
• Consumer sensory research
• Finalised recipe and concept
• Finalised packaging and labelling

Problems Encountered
• Getting the colours right
• Developing the recipe for an even and tasty cake
• Finalising the layer sizes
• Getting the icing texture right

Consumer Research n=29

Final Product Concept:
A cake kit consisting of a 5 coloured layers with white icing. The cake has a hole in the centre which consumers can fill with lollies or chocolates of their choice, and a decoration pack to finish the decoration. The cake is sold chilled to supermarkets. It is packaged in a window box so the consumers can see the product.

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