The brief our group chose to develop further was “To develop a healthy beverage that is better for your teeth than those currently on the market, without taste compromise. The beverage must appeal to teenagers between the ages of 15 – 18 years old”. It also must have “a unique selling point”.

Specifications:
- White chocolate liquid
- Milk powder
- Water
- Sucralose
- Bubble gum flavour: orange and banana liquid flavour

In our milk beverage there are no added sugars.

Also below is the picture of the final product and nutritional panel.

Stakeholder feedback:
With the given feedback from the survey which was completed by our stakeholders (years 10, 11, 12, and 13), we were able to discuss and decide to develop a beverage which was healthier for teenagers teeth and more beneficial milk beverage, to meet the criteria and specifications of our brief supplied by CREST.

The average price our stakeholders would pay for our milk beverage would be $3.50 for a 350 mL drink in a cartoon/bottle if it was being sold in the New Zealand supermarkets.

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