



Shreta, Audrey, Daisy and Chanelle.

Moolicious

(White chocolate flavoured milk beverage)



Rosehill College

Brief:

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".



Trialling / Prototyping:

While we trialled different types of milk flavoured beverages in the prototyping stage, we had decided that we would develop a healthy beverage that will contain white chocolate liquid. It would be packed in square boxes/cartons, which will contain a straw that allows easy consumption and preparation of the beverage. As the attributes are still being refined, this is been done while the stakeholders give feedback for improvement. We have trialled different flavours of milk beverages like white chocolate milk, bubble gum flavoured milk and we once had tasted to see if a fruit flavour would be nice with milk, which it was not as what we thought, this was peach flavoured milk. At the beginning of the year we were using fresh standard and skim milk but now we have changed to using milk powder, this is because milk powder is more convenient, easily stored in different temperatures before adding water. And after research done milk powder is more healthier than using fresh milk, it can also mean that the milk beverage can last longer and meet the 6 months shelf life like the brief supplied.

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

Recipe: White chocolate

Current ingredients	Pre-NIP values	Qty per 100g
0.11g Milk powder, con. regular	Nutrient	1431.23
0.50g White chocolate flavor (C)	Energy (kJ)	5.44
0.05 g Sucralose	Protein (g)	5.26
	Fat, Total (g)	3.48
	Fat, Saturated (g)	7.98
	Sugars (g)	27.78
	Calcium (mg)	

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 Stakeholder's would pay for our milk beverage would be \$3.50 for a 350 mL drink cartoon/ bottle if it was being sold in the New Zealand supermarkets.

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- Givaudan
- Mentors Wendy and Neala
- Rosehill College Food Technician Mrs Gailian

Sponsor:

Hawkin Watts



Consumer Survey, Graphs:

We created a Survey on the website called Survey Monkey, this was created so that we would be able to send our stakeholders the 10 question survey to fill in and give us feedback on what type of beverages they would prefer for us to develop and what they would not prefer. So that we were able to come up with a decision on what to further develop.

