**Team Aqueous**

**Sancta Maria College**

**WHITE CHOCOLATE RASPBERRY**

**Initial Concept**
With our product, we wanted to go in a new direction which was definitely a unique to consume coffee. We did not initially start developing our product in this direction; however, through our process, new possible ideas sparked our imagination which led to our development of our product.

- **Plunger coffee**
- **Combination of two flavors**
- **White Chocolate, Raspberry, Orange Caramel, Chocolate Cinnamon**

**Desired product attributes**
Unique/sweet/tart/earthy/more appealing towards young adults/trendy

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**Survey**
To begin our investigation, we conducted a survey of how people drink their coffee. We did this to help identify the key attributes and needs of our target audience. Our product was targeted at young adults from the ages 16-30. From our survey we can conclude that there were distinct trends where people would often add sugar and milk to their coffee. Many people displayed signs that they disliked the bitterness or earthy-flavour coffee has. These were the three main areas that our team need to focus on for our product.

Throughout our investigations, we have identified 3 possible flavors that generally appealed to our target audience. We were happy with all the results, therefore we decided to proceed with ansurvey to industry the most appealing flavor. With this information, it was concluded “Raspberry White Chocolate” being the favorites, with Chocolate Cinnamon followed a close behind. Also, we decided that Orange Caramel was not a popular pick for our desired product. Therefore for the desired flavor, we conducted further analysis and testing to perfect our product.

**Popularity of Flavors**

- **Orange Caramel**: 13%
- **Raspberry White Chocolate**: 48%
- **Chocolate Cinnamon**: 39%

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**Method**
We first started with our briefing from Cerebos Greggs.
This included adding a twist to a plunger good coffee to appeal to fresh coffee drinkers.
This had to be in a 200gms pack format.
We brainstormed ideas with these restrictions in hand.
We came up with many possible flavors that complement coffee.
After we conducted surveys and identified the most popular flavors.
We undertook modifications and to find the right ratio to determine the desired taste and flavors.

**Testing**
Our testing involved finding the right ingredients, processes and ratios to compliment our beverage.
To do this, we researched thoroughly how flavors are infused with the products already on the shelves.
This included what kind of coffee to use, how we flavor the coffee and with what.
We looked at many different coffee beans and their origin, choosing on a Brazilian, Costa Rican and Papua New Guinea mix.
A medium roast was also selected for as it complemented the flavors we are trying to portray. --- needs more info

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**Modifications**
We undertook many trials to find the perfect balance of acidity and sweetness for our beverage. We had to make sure our drink did not contain milk. This would have been a sign of being too acidic. Also, we had to keep in mind that our drinks had to be more appealing for our target audience. To do this, we had to resolve the bitterness and acidity in coffee with the addition of other flavors. We used white chocolate and raspberry as they both offer unique aromas and flavors which complement the original flavors of coffee.

**Packaging**
For our product, we must use special material for our packaging to seal in Coffee grinds. This prevents moisture and oxygen from entering the packaging and deteriorating the freshness and flavor of our grinds. Therefore the use of foil bags with one way valve is recommended. The valve releases the carbon dioxide so that the bag does not expand even further. Also, in this case it allows the aroma of the coffee to travel through the valve and be smell before purchase.

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