

Team Aqueous Sancta Maria College



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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 processes, new possible ideas sparked out imagination which led to our development of our product.

- * Plunger coffee
- * Combination of two flavours
- * White Chocolate Raspberry, Orange Caramel, Chocolate Cinnamon
- Desired product attributes
- Unique/sweeter/ less earthy/ more appealing towards young adults/ trendy



Method

We first started with our briefing from Cerebos Greggs. This included adding a twist to a plunger grind coffee to appeal to fresh coffee drinkers. This had to be in a 200g pack format. We brainstormed ideas with these restrictions in hand. We came up with many possible flavours that compliment coffee. After we conducted surveys and identified the most popular flavours. We underwent modifications and to find the right ratios to determine the desired taste and flavours. Explore design and packaging suitable for our product. Created prototype. Evaluation of product.

Trialling

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



- 1 - highly agree
- 2 - agree
- 3 - neutral
- 4 - disagree
- 5 - highly disagree

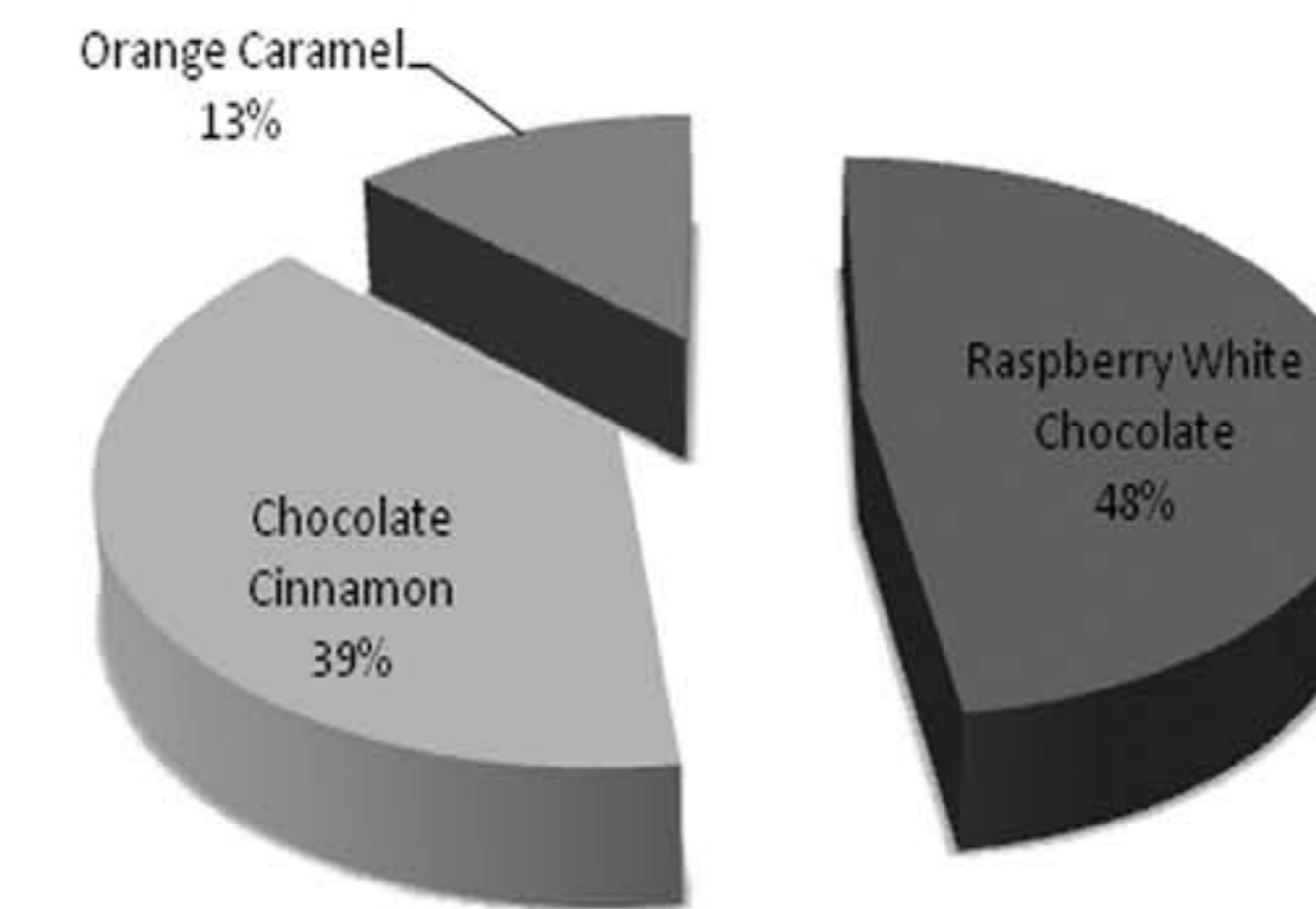
	1	2	3	4	5
I drink coffee on a regular basis					
I would drink coffee if offered to me					
I enjoy the bitterness of coffee					
I add sugar to my coffee					
I add milk to my coffee					
I only drink Starbucks					

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 from 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 flavours that generally appealed to our target audience. We were happy with all three trials, therefore we decided to proceed with a survey to identify the most appealing flavour. With this information, it was concluded 'Raspberry White Chocolate' being the favourite, 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 flavour, we conducted further analysis and trialling to perfect our product.

Popularity of Flavors



Modifications

We underwent many trials to find the perfect balance of acidity and sweetness for our beverage. We had to make sure our drink did not curdle with milk. This would have been a sign of being too acidic. Also we had to keep in mind that our drink had to be more appealing for our target audience. To do this, we had to neutralise part of the bitterness and acidity in coffee with the addition of other flavours. We used white chocolate and raspberry as they both offer unique aromas and flavours which compliment the original flavours 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 flavour of our grinds. Therefore the use of foil bags with one way valves 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 valves and be smelt before purchase.



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