



DELICASIA  
WHICH EAST MEETS WEST

**General aim:**

After meeting our ambassador, Fiona Greig, who works for NZ Beef and Lamb, we aimed to develop a red meat product or a complementary product for red meat. Our aim was eventually narrowed to developing a red meat snack / finger food product that is nutritious, innovative, a blend of Western culture with Eastern origins, and that would be suitable for social gatherings such as parties, shared lunches and conferences.

**Specifications/constraints:**

- Convenience
- Healthy and nutritious
- Affordable
- Snack-like
- Versatile, to enable modernisation

**Initial brainstorm:**

Our initial brainstorm consisted of modifications of meat foods such as pies, pizzas, beef jerky, accessory meat sauces, pasta, stews and many more.

**Initial concepts:**

- Modification of the European pie
- Complementary sauce for red meats
- Dried meat product
- Filled pasta parcel (westernised Asian dumpling)

**Developments**

Initial Food tasting

As a result of hosting a food tasting session within our team of products on the market, we decided to eliminate the dried meat product due to the unusual taste and the very high salt content.

General food survey

From conducting this survey we discovered which types of meat, vegetable and flavours were most preferred by young people.

Trial of shapes and ingredients:

Our team experimented with possible shapes and possible ingredients. We developed a swiss-roll shape, a candy shape and an innovative shape that resembled a flower. From this we decided on the final shape of our product - the sophisticated and innovative flower shape!

Final food tasting session

We developed four general recipes for volunteers to try:

- lamb with spinach, Taiwanese bok choy, rosemary and thyme
- beef with spinach and feta cheese
- beef with onion and tomato paste
- pork with cabbage, mushroom and original oriental spices



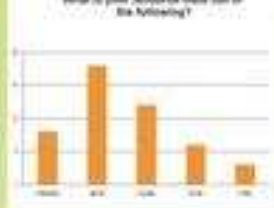
HAILEY, JERRY, ELANA AND LORRAINE

**GENERAL FOOD SURVEY RESULTS:**

Do you think this food would be suitable for?



What is your favourite meat out of the following?



Does this product look appealing?



**Results**

The results of the final food tasting survey suggested that many people prefer the idea of having a blend of all four colours in a packet. Therefore it was decided that a packet of DelicAsia with all four colours present in equal quantities, would be more appealing than a packet of DelicAsia of only one colour. Also, the food tasting panel clearly showed a preference for the pork or the beef with onion and tomato, over the lamb or beef with spinach and feta cheese. Since the pork recipe was intended for comparison between an original Asian-style dumpling and one with a westernised filling; we decided that our final product would be the beef, onion and tomato pasta parcel; thus targeting the Western market.

**FINAL FOOD TASTING SESSION RESULTS:**

What combination of flavours (ie. Seasonings and herbs) do you prefer with your chosen favourite meat?



What vegetable(s) would you prefer as a complement to your preferred meat?



What flavour do you prefer?

