

A Matter of Convenience - "Pavlova Pronto"

Alice Pasco Briar Homell Sara Hayde Holly Quinn

Aim To develop a sugar based product for Chelsea Sugar Company

Issue

Many people have busy lifestyles due to careers, children and other activities they undertake. Family gatherings often include the serving of special desserts which can be difficult to make especially when there is not much room for error.

A growing food trend is the increasing demand for quality convenience products that are quick and easy to make but still have a homemade quality to them.

Opportunity

This year Chelsea celebrates 125 years of being a renowned NZ Sugar Company. We have decided to create a product that is iconic and representative of New Zealand's tradition and culture to promote the history and heritage of Chelsea Sugar.

After initial research and identification of a market gap we decided to develop an instant pavlova mix that incorporates a Kiwiana theme.

Problems We Encountered

- Sourcing a similar product on the NZ market
- Perfecting the pavlova magic-results were inconsistent and we had difficulty with syneresis
- Achieving a consistent result in our trials



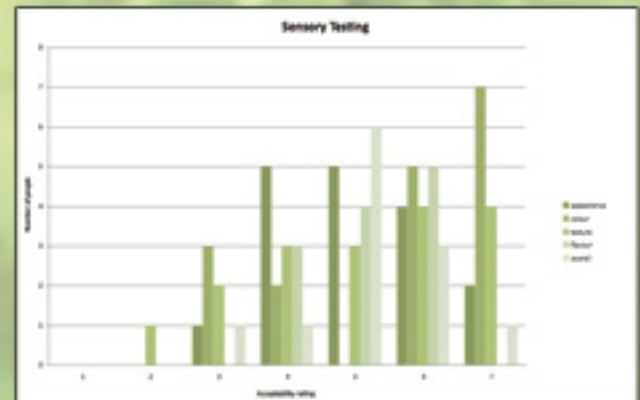
Method

- Undertook market research to identify market gap
- Conducted trials of homemade pavlovas and similar market Product to determined characteristics
- Sourced ingredients
- Calculated formulations for our own mix and undertook trials to ascertain acceptable outcomes
- Performed sensory testing to determine desirable attributes
- Our pavlova mix has evolved

Sensory Results

We carried out sensory testing for the Carmel College staff as they are our ideal target market. When looking at the sensory evaluation as a whole the acceptability rating of six was the most evenly distributed. When looking at the overall acceptability ratings it appears that it was 'liked mostly' by the majority of our participants.

As our product is still evolving we thought this was a positive result towards our intended final outcome.



Outcome: A taste of NZ in every slice

Although our mix has not been perfected yet, we are still going through trials to try and improve this mix so that is acceptable for the consumer. Every trial we are coming closer to perfecting the mix, but there is always a small factor that is affecting the outcome. Every trial is different making it difficult for us to pinpoint the problem. But there is a gradual progression. The packaging has been much more successful on the other hand and has been much easier to create a desired outcome. We have been able to make a design for the package, which reflects Chelsea Sugar