Discover the Pink Panther Ice Cream

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Aim To Create a New Ice Cream Flavour for Children with Added Health Benefits

We used Cooper's Stage Gate Model to create our new product and went through each stage to create the Pink Panther Ice Cream.

Scoping

Ice Cream Awards
Attending the awards allowed us to pick up many tips from experts in the field about what makes a really good ice cream and this would help us later on during the making phase.

Target Market

0-5 | 6-10yrs | +11

Free Parents

Habits

Products on the Market
We found many ice creams with health benefits aimed at an older audience and none for children except increased calcium. Most ice cream's for children were bright colourful and had cartoon characters for marketing.

"Ice Cream means a sweet frozen food made from cream or milk products or both, and other foods, and is generally aerated. Ice cream must contain no less than 10% milk fats and 168/L of food solids."

Building a Business Case

From our research we brainstormed all ideas for ice creams and then ranked them using the "Benefit Measurement Technique" against criteria of matching brief, market acceptable, niche product, potentially acceptable and adaptability to change.

brewers yeast + added fibre + fruits-natural goodness → Fruity & Fibrous

allergy free + lactose free → Allergen Free

omega 3 → Brain Booster

Combined ideas to come up with three and then created concept cards outlining what each idea was about and how it would benefit children, to then be used for focus groups.

Developing

Year 6 Focus Group
We held a focus group to determine the flavour and colour of a fruity and fibrous ice cream. We asked each child to place stickers either about colour or flavour onto the line. This allowed us to be to easily see the results and allowed each child to be fairly represented with their ideas.

Continuum Scale

10 9 8 7 6 5 4 3 2 1

Pear Kiwifruit
Grapefruit
Blackberry

Orange Raspberry Boysenberry

We learnt:
- love inclusions eg sprinkles
- pink highest ranked colour
- boysenberry + raspberry highest flavour
- raspberry higher fibre content

Brainstorm for Ice Cream

Year 6 Parent Survey
We sent a survey home asking which concept they liked the best because they are part of the target market. We found that fruity and fibrous was the most popular concept and the market for the allergen free ice cream was very small. The brain booster ice cream was very close to fruity and fibrous with the parents, but the science teachers preferred the fruity and fibrous.

We also got permission from them to hold a focus group with their daughters.

Focus Group with Science Teachers
We used a general questionnaire to get them to start thinking about ice cream, and then we presented our three ideas from the concept cards and then used the techniques of five minute thoughts, associations with colour and animals, sentence completions and attitudinal scales to find out which one they preferred.

Attitudinal Scale

Product Specifications

We went to Tip Top to make our ice cream with Bronwyn. We then carried out a focus group with year 11's again and they liked. We need to market our product so that it is appealing to girls aged 6-10 and to their parents, so it will need to be fun but informative.

Advertisement
We have produced a mock advertisement for our Pink Panther product. This features animated clips in the style of the pink panther cartoons as well as colourful titles to appeal to children but also includes information about the product that will appeal to the parents of these children who will buy the product based on seeing our ad.

Our Ice Cream
- Pale pink colour with darker pink ripple through it
- Raspberry ripple contains extra raspberries and brewers yeast and so has all necessary nutrients + added fibre
- Mini marshmallows are swirled through
- Uses natural raspberries + small amount of natural raspberry flavour
- Creamy, smooth consistency
- Safe because we have carried out microbiological testing for tests and at Tip Top

Ingredient name	Quantity req. for 1.5L	Price/kg	Cost
raspberries	5 cups	$9.99	$6.71
brewer's yeast	+ 1/2 tsp	$4.49	$0.04
cream	1 cup	$5.49	$1.00
milk	1/2 cup	$2.11	$0.22
egg	eggs	$1.15	$1.15
sugar	1/4 cups	$2.11	$0.53
lemon juice	1/4 lemon	$2.11	$0.11
marshmallows	90g	$6.99	$0.63
	Quantity req. for 0.5L (1pint)		
raspberries for stock	250g	$9.99	$2.50
			$23.15

We created this table to calculate the price of a 2L tub of our product based on our recipe, not what we used at the Tip Top factory. We increased the by 25%. The average mark up of grocery goods between wholesale and retail pricing and then added 12.5% GST. This made the price of a 2L tub $30.00. It is important to note that our Tip Top recipe uses less than 1/3 the amount of raspberry (the most expensive ingredient), as well as emulsifiers to replace the egg.

Tip Top Ice Cream

Homemade ice cream

Testing and Validating

We made four different batches of ice cream with different quantities of raspberries and 6 types from each batch - raspberry ripple, coconut ripple, marshmallow, chocolate chip, rocky road + plain. To follow good scientific practice, we took microbiological tests of each ice cream.

We found more raspberries had more flavour and were better. We ranked each ice cream and then averaged everyone's scores. We found that ice cream with mini marshmallows, was ranked first with a and second was with a raspberry swirl. We ended up making two large batches of ice cream, one with only marshmallows and the other with marshmallows and a raspberry swirl.

We chose 30 Year 11 students based on criteria. To taste the ice creams, fill out the ranking sheet and to choose which ice cream they liked the most. The result was the marshmallow ice cream was more popular than the raspberry ripple ice cream. There were 16 votes for the marshmallow ice cream and only 9 votes for the ripple ice cream.

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