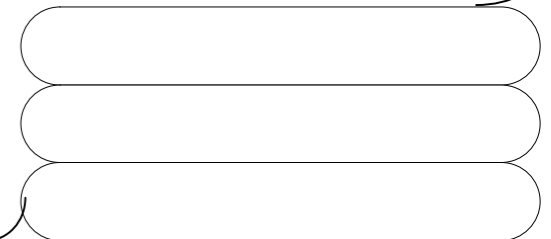


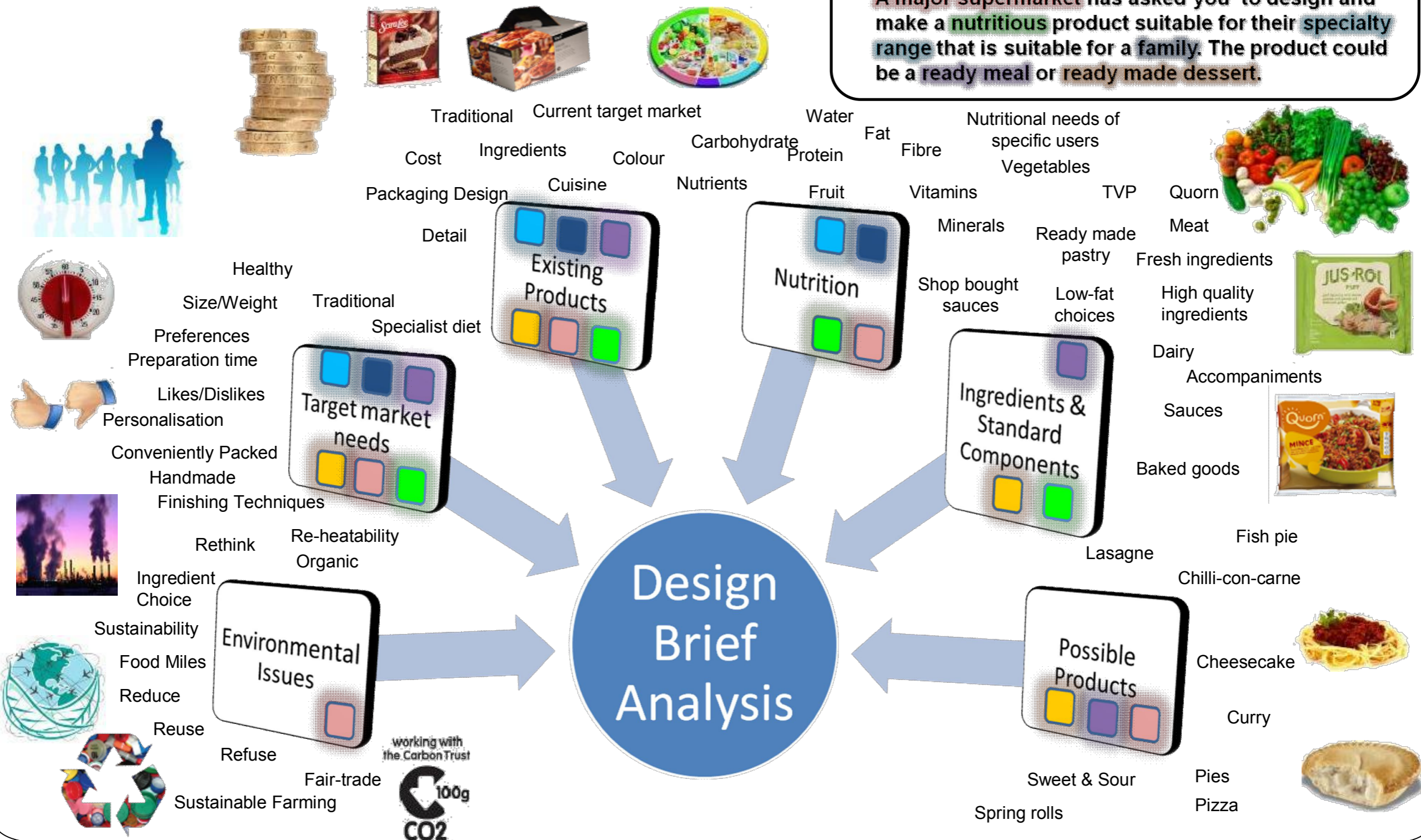


Mr Griffiths
Design & Technology
Food Technology GCSE
Exemplar Folder
Not for copying



Design Brief Analysis :

Design Brief:
 A major supermarket has asked you to design and make a nutritious product suitable for their specialty range that is suitable for a family. The product could be a ready meal or ready made dessert.

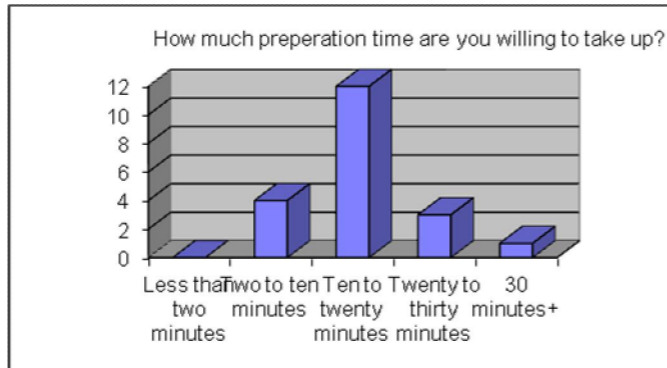
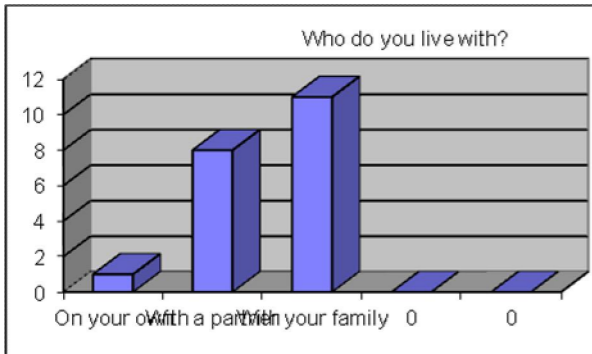
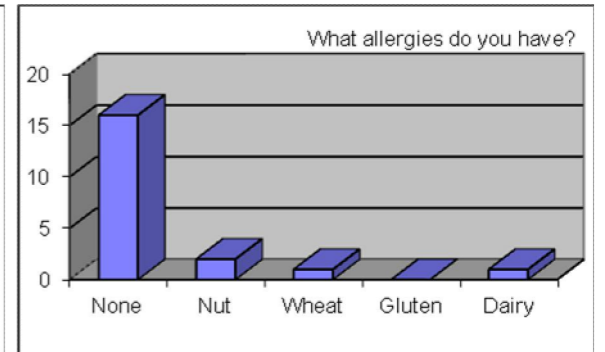
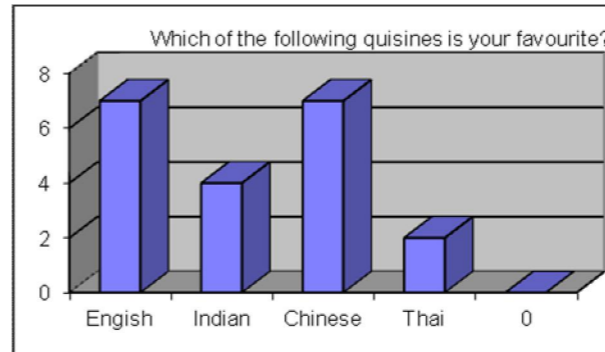
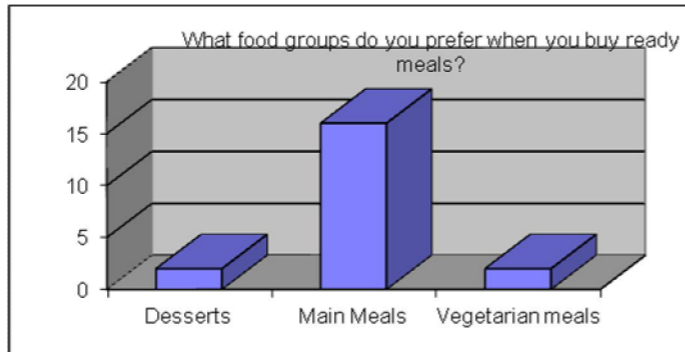
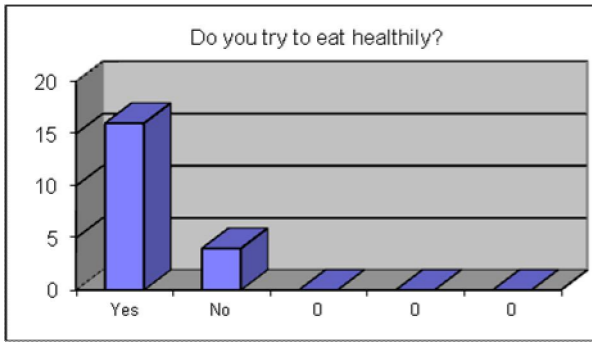


Findings From this sheet:

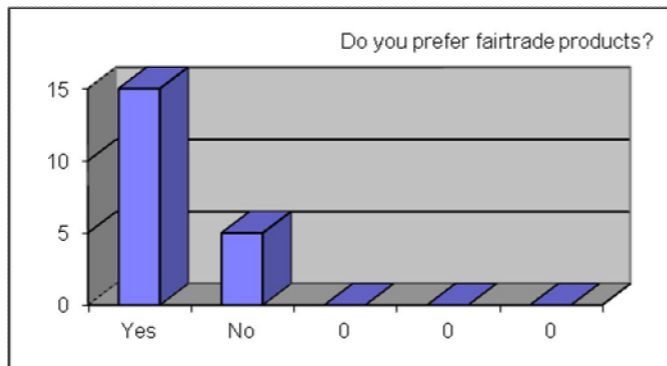
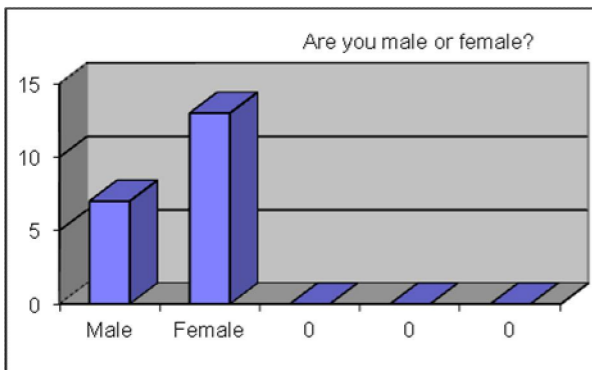
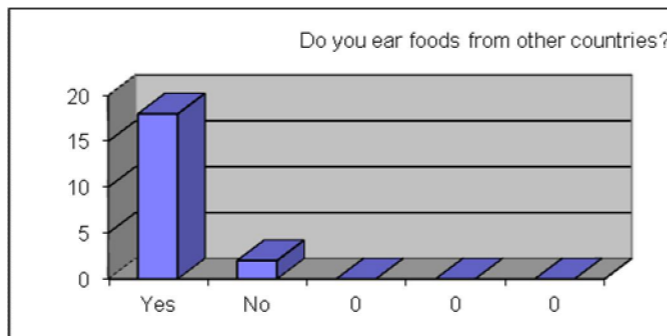
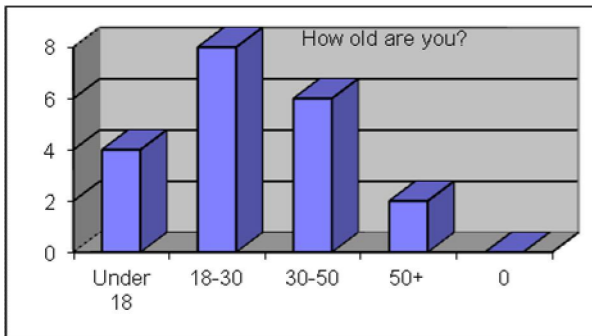
From my analysis of the design brief I am now going to : research target market needs of the product with a questionnaire, look at specialist diets, look into environmental and sustainability issues and see how they could effect my product design, research into existing products and look at what supermarket ranges currently consist of and also look into equipment that could aid enhance the finished quality of my products.



Questionnaire (leading to target market / user profile):



From the results shown on my graphs I have learnt that I would be best to market my products as healthy because most of the people I asked said they do try to eat healthy foods. Also, I learnt that families would be my target audience because eleven of the twenty people I asked said they lived with their family. The preparation time for my product should be ten to twenty minutes and that English and Chinese cuisines would be most popular so a Chinese main meal would be the best for my consumer and I should include these cuisines in my trial products. I have found that my target audience would be from the age of 18 to 30, most of which would not have any allergies, I should also take this into consideration when I produce my trial and final products.



Findings from this page: My questionnaire helped me with my product because it told me about what different people like to eat. This helped me decide which types of food I should make for my trial and final product, and which design ideas to follow.

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Name:

Page:

User Profiling:

facebook

Selena Marie Gomez Logout



Selena Gomez is having lunch with friends ☺

Wall

Info

Photos

Videos

[View photos of selena gomez \(5\)](#)

Send XXX a message

Poke message

Information

Networks:
Birthday: July 22nd 1992
Political: non
Religion: catholic
Hometown: grand prairie, Texas

Basic Information

Networks: LA Holly wood
Sex: female
Birthday: July 22nd 1992
Hometown: grand prairie, Texas
Relationship Status: in a relationship
Political Views: non
Religious Views: catholic

Personal Information

Activities: singing, acting and dancing.
Interests: singing, dancing
Favourite Music: pop, R&B and rock
Favourite Movies: Marley and me, the hangover,
Favourite TV Shows: friends, 90210, vampire diaries
Favourite Books: harry potter, vampires diaries
Dietary Needs: nuts

Further Information

Favourite Food: pizza
Favourite Fruit: strawberries
Favourite Cuisine:
Favourite Comfort Food: chocolate
Best Starter Dish: soup
Best Main Course: basil and chicken pasta
Best Dessert: chocolate mousse
Favourite Spice/Flavour: chilli
Preferred Cooking Style: frying
Favourite Supermarket: Tesco

Photos

2 Albums



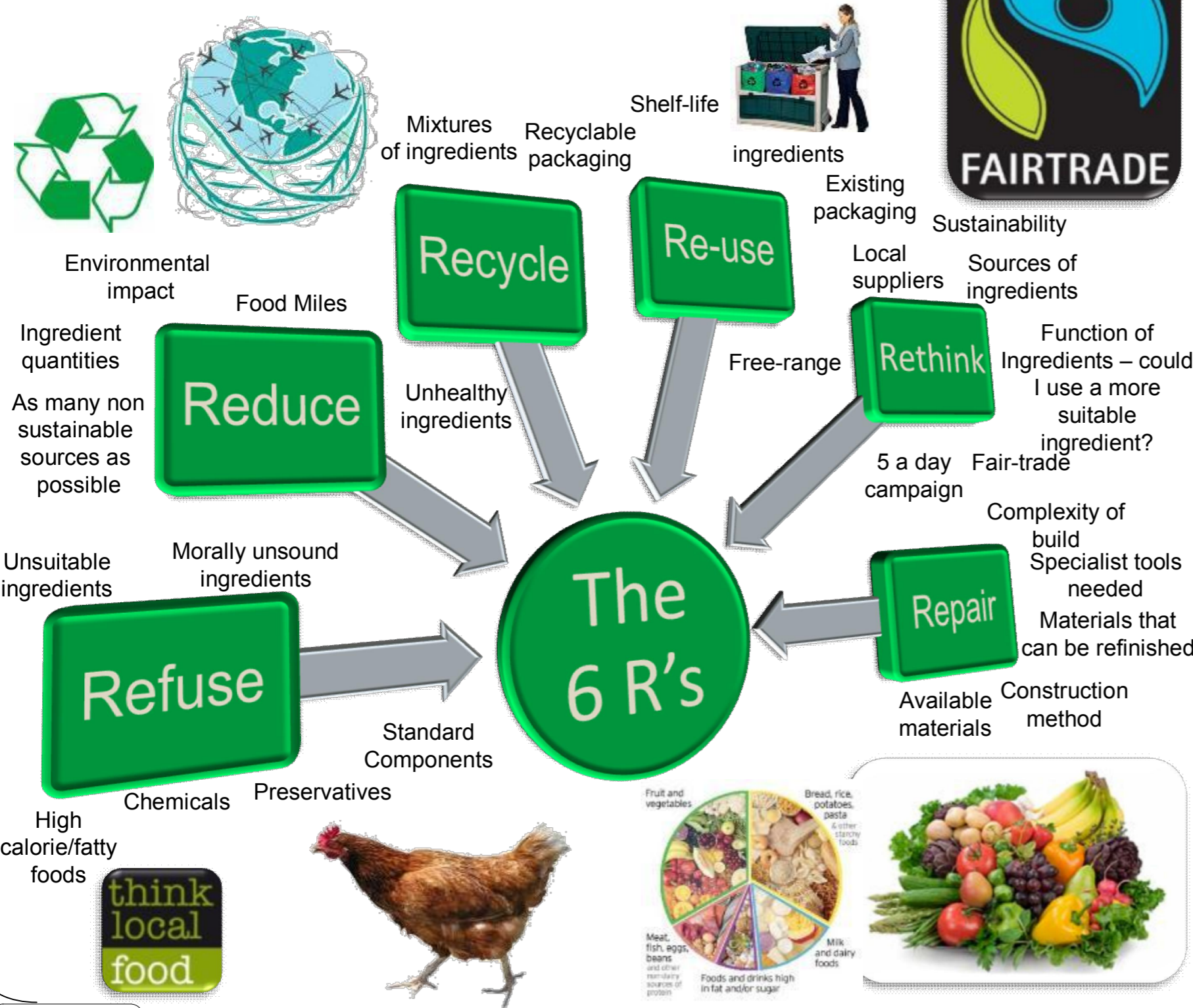
The Family
Updated
Tuesday



Friends
Updated one
week ago



Environmental Issues :



Social issue:
 When researching in to Environmental issues I believe that one of the largest problems is the massive amount of air miles raw ingredients travel across the world to supply the demand of today's consumers. According to research, pollution made by planes is massively contributing to global warming (over five times more than cars in the world). With this problem I will and hope to encourage other designers with my efforts to buy as locally produced ingredients for the production of my final product. I do understand that sometimes this is not possible but where I can buy locally I will,

Moral Issues:
 It is good to support local business and producers. However, it would be morally irresponsible not to buy ingredients that are not available locally from other countries. The knock on effect of global trade would lead to many thousands of people being out of work as a result of the UK not buying foods from other countries. In particular buying fair-trade ingredients where possible will mean that farmers from developing countries will get a fair deal and be paid a reasonable wage for the amount of work carried out.

Findings From this sheet:

From this sheet I have found out that there are many social and moral issues that will effect the production of my final product. I will need to take many things in to consideration when choosing appropriate ingredients for my products. I will aim to buy fair-trade ingredients where possible, and buy products that will have the lowest carbon footprint. I will buy locally where I can to support local producers and businesses. I will also need to consider what my final product is packaged in.



Three empty rounded rectangular boxes for additional notes or reflections.

Specialist Research:

Fairtrade:
Fair Trade is an organized social movement and market-based approach that aims to help producers in developing countries obtain better trading conditions and promote sustainability.



5 a Day:
5 a Day is the name of a program which encourages the consumption of at least five portions of fruit and vegetables each day.



Vegetarian:
Vegetarianism is the practice of following a plant-based diet including fruits, vegetables, cereal grains, nuts, and seeds, with or without dairy products and eggs. A vegetarian does not eat meat, and sometimes other animal products, especially for moral, religious, or health reasons.

Organic:
Organic foods are foods that are produced using methods which do not involve modern synthetic inputs such as pesticides or fertilisers.



Free Range:
A meat or poultry product that comes from an animal which was allowed to roam freely in natural conditions.

Recycle:
To convert waste into a reusable material by returning the material to a previous stage in the cycling process. Recycling involves processing used materials into new products to prevent waste of potentially useful materials/ reducing the consumption of fresh raw materials.



Weightwatchers:
Weightwatchers is an internal company that offers various dieting products and services to assist weight loss and maintenance.



Food Miles:
Food miles is a term which refers to the distance food is transported from the time of its production until it reaches the consumer. Food miles are one factor used when assessing the environmental impact of food, including the impact on global warming.

Specialty Ranges

ASDA: Smart Price
 • Chosen by you
 • Extra Special
 • Smart price
 • Great Stuff
 • Asda Free Range
 • Good For You

Tesco: Light Choices...
 • Healthy living range
 • Light choices
 • Free from
 • Tesco finest
 • Tesco value
 • Tesco Organic

Morrisons:
 • The Best
 • Morrison's Value
 • Eat Smart
 • Whole Foods
 • Dinner Made Easy

Morrisons VALUE
The Best
Wholefoods

Sainsbury's
 • By Sainsbury's
 • Taste The Difference
 • Sainsbury's Basics
 • Sainsbury's Be Good To Yourself
 • Sainsbury's So Organic
 • Sainsbury's Kids
 • Sainsbury's Free From

Sainsbury's freefrom
Sainsbury's be good to yourself

MARKS & SPENCER FULLER LONGER

Simply more...



Marks and Spencer's:
 • Simply Fuller Longer
 • Eat Well
 • Simply More...
 • Made Without Wheat
 • Super Soya
 • Count On Us
 • Speciality

MADE WITHOUT WHEAT

count on us...

Super Soya

Waitrose:
 • Essential Waitrose
 • Menu From Waitrose
 • Deliciously Different
 • Easy To Cook
 • Seriously
 • Waitrose Fat Free
 • Waitrose Reduced Sugar

essential Waitrose
 menu from Waitrose
 EASY TO COOK
 Seriously
 Waitrose fat free

Waitrose reduced sugar

The Co-operative: Deliciously Different
 • Truly Irresistible
 • Eat In...
 • Healthier Choice
 • Simply Value
 • Taste The Seasons

TRULY IRRESISTIBLE eat in...

Healthier Choice

Sainsbury's:
 • By Sainsbury's
 • Taste The Difference
 • Sainsbury's Basics
 • Sainsbury's Be Good To Yourself
 • Sainsbury's So Organic
 • Sainsbury's Kids
 • Sainsbury's Free From

taste the seasons

YOUR M&S

The co-operative food



Sainsbury's Try something new today

Waitrose

Findings from this page:

From this page I have found out about different things I will need to consider in my project. This will help me in making decisions at a later stage about ingredients, sustainability, packaging and nutrition. This will help me design a product that will suit my target group

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Research Analysis:

From my task analysis I have found out that there is a wide variety of food ranges available in the supermarkets and how they appeal to the target market. To research the target market in more detail, I made a questionnaire to collect more information on their food interests and opinions. For example nearly everyone I asked chose Asda for the supermarket they shop in the most, therefore I need to design a product which would be suitable to sell in Asda.

The questionnaire will help me design my overall product because I have found out about different ingredients that people prefer, for example the most popular meat is chicken, so if my product contains meat it should be chicken. Also the most popular fruit was strawberries, therefore if I make a dessert then it could contain strawberries. Therefore I know which ingredients I should use in my products to make them appeal to the target market.

I have also found out that more people prefer sweet food to savoury, so I should consider designing something sweet for my overall product, and their favourite types of dessert are chocolate and fruit desserts, therefore I should make a dessert which contains chocolate.

As well as this, most people prefer hot food to cold, so I could serve my product hot. The majority of people I surveyed were between the ages of 41 and 60, so my product should be appropriate for adults. I asked them which sort of food range they usually buy and most people said Luxury food ranges, therefore I should make a product which would be suitable to sell in a luxury food range. Fourteen out of twenty people had no dietary requirements, however I could consider designing a product suitable for pescetarians and diabetics, or wheat free or nut free products which would be suitable for people with nut allergies.

Specification:

Key

E essential **D** desirable **P** possible

- E** 1. My product must appeal to the target market, because they are the people who would buy it.
- E** 2. My product should be suitable for adults, as the majority of the target market are between the ages of 41 and 60.
- D** 3. My product should have a good nutritional content, because most people prefer eating healthily.
- P** 4. My product could serve just one person, or a number of people.
- E** 5. It must look appetising, therefore people would be more likely to buy it.
- P** 6. My product could be sweet, because most of the target market prefer sweet food to savoury.
- P** 7. It could have a long shelf life, so that it will last longer.
- D** 8. It should have a good aroma, therefore will smell appetising.
- P** 9. My product could be served hot because most people in the questionnaire prefer hot food to cold.
- E** 10. It should be a suitable price, therefore more people would buy it.
- P** 11. If my product is a dessert it could be a chocolate dessert because this was the most popular choice on my questionnaire.

- D** 12. Most people chose carbohydrates as their favourite food group, so my product should contain carbohydrates.
- P** 13. If my product contains meat it should be chicken, because most people chose chicken as their favourite meat.
- E** 14. The type of food range which the target market buy the most is luxury, so my product must be suitable to sell in a luxury food range.
- P** 15. If my product contains fruit it should be the most popular fruit on my questionnaire which was raspberries.
- P** 16. I could design products which don't contain nuts, therefore would be suitable for people in my target market who have nut allergies.
- P** 17. I could design products which don't contain meat, therefore would be suitable for people in my target market who are pescetarians.
- E** 18. It must be suitable to sell in Asda because that was the most popular supermarket in my questionnaire.
- D** 19. The product should be a suitable price, because it would be sold in a supermarket and should be more appealing than other similar products.
- E** 20. The product should be an appropriate weight.



Findings from this page: This page summarises my research section and sets out my specification points for the product I intend to create.

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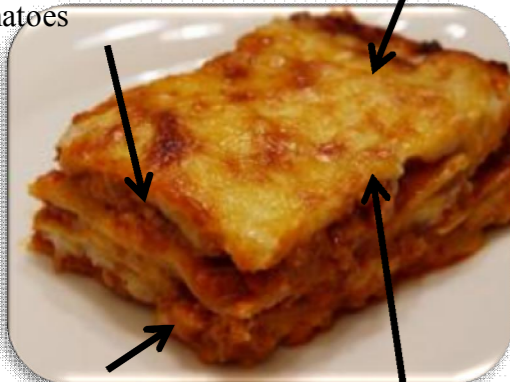
Page:

Initial Ideas 1:

Mexican lasagne

Golden brown cheese on top (mozzarella)

Tasty bolognese sauce made from fresh local grown tomatoes



Layered with chilli con carne and mozzarella cheese

Instead of pasta sheets i will use flour tortillas

Meat feast pizza

Golden brown cheese sprinkled on top

Assorted meats grilled and layered on top and in the cheese

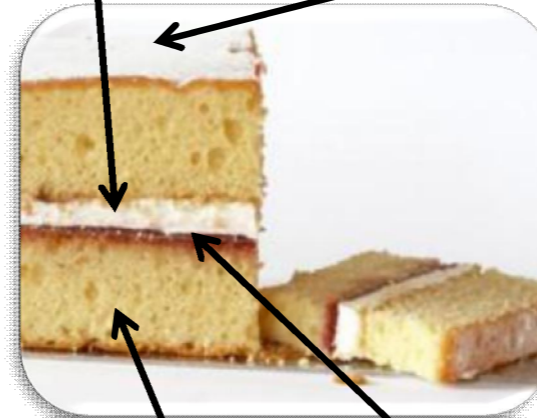


Four different cheeses on the base of the pizza mozzarella gorgonzola parmesan and edam

Victoria sponge

Butter cream

Thick icing



Soft Vanilla sponge

Strawberry jam

Baked Raspberry

Cheesecake

Fresh Raspberries

Raspberry ripple effect on top of finished product



Set cheesecake filling (with a slight wobble)

Digestive biscuit and butter base

This product is not usually healthy but making it with low fat and dairy free ingredients could be an easy way of putting it into a specialist range, because it would be a healthier option and also good for people with allergies like dairy . It is easy to make and the ingredients are not madly expensive so it would be cheaper than other specialist meals, this product can also be frozen or chilled to keep for a long time then re-heated, perfect for a ready meal. If this idea aught on i could then develop this product into a range of others such as a vegetarian version of this product or a lasagne to suit other allergy needs. I will finish my product by grilling soya cheese on top until it is golden brown, so it looks more appetising.

This product's main advantage is the ability to be changed and improved to suit peoples needs. To improve this produce you could extend it to other speciality ranges, such as vegetarian vegan, or anyone with allergies. Another advantage of this product is that it is easy to make. To make this product look more appetising I will use grilled meats like bacon, ham and pepperoni and spicy sausage. This product would be in a speciality range for quality and speed of preparation, it would take 10 munities in a oven from frozen and still be high quality and taste delicious.

This product is aimed at people who cannot consume large amounts of sugar, like people with diabetes, this specialist range targets these people and gives the foods that normally contain large amounts of sugar, with less sugar in them, these products will be slightly more expensive but these people will be willing to play the exes money as there are no other options for them, this range will take no preparation as it just needs serving after being bought so it can be used by someone with no skill of food preparation at all, this food could also be used in a formal event e.g. a party or an office meeting, this is a safe and cheap way of being sure you care for anyone who had special dietary needs.

This product is a favourite and it has been proved to be a best seller in most supermarkets, having this product as a ready made dessert will make it available for people who have not got the time to prepare this fantastic product. The dish can be served within a matter of a few munities as a dessert for any occasion. The fresh fruit makes it healthier than other ready made desserts. Low fat cream chesses can be added to improve the nutritional value so it can be eaten by anyone. It is suitable for vegetarians and has a range of textures.



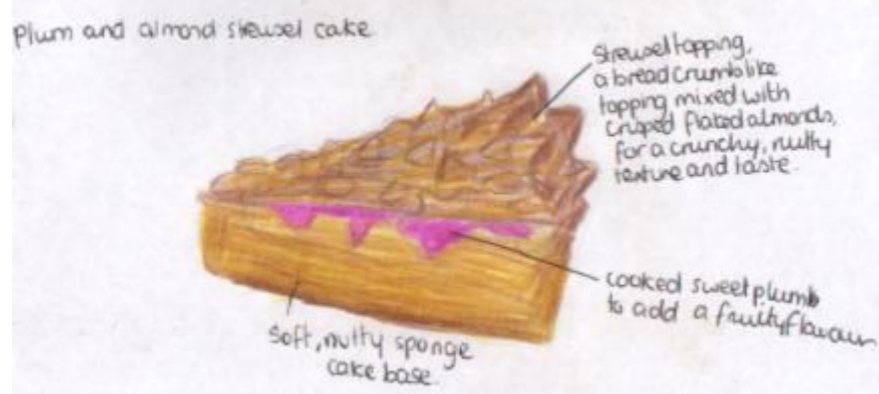
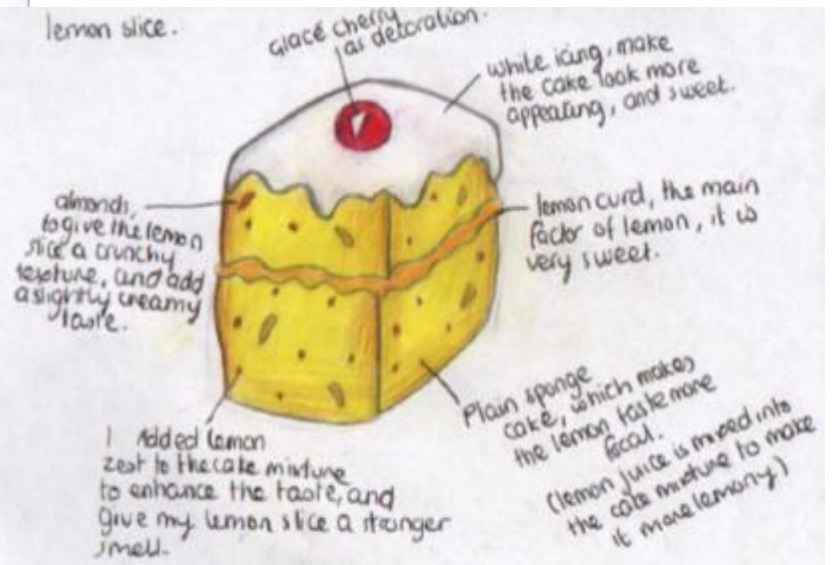
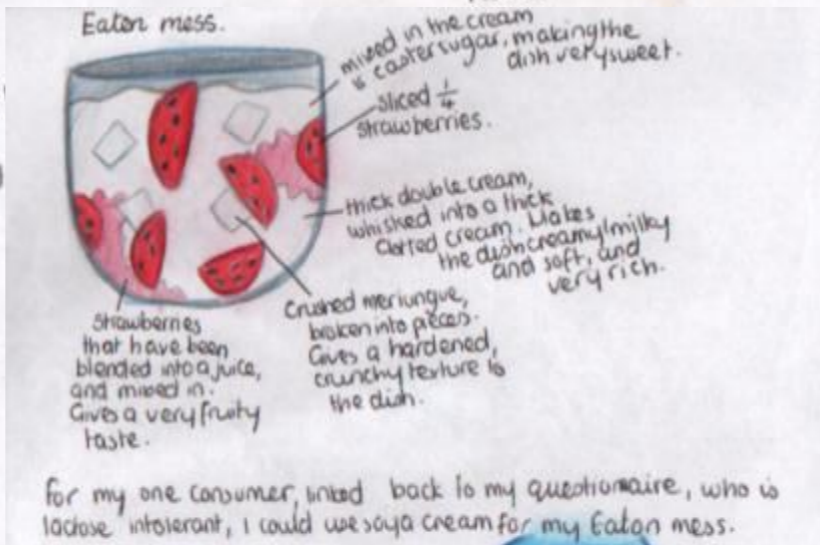
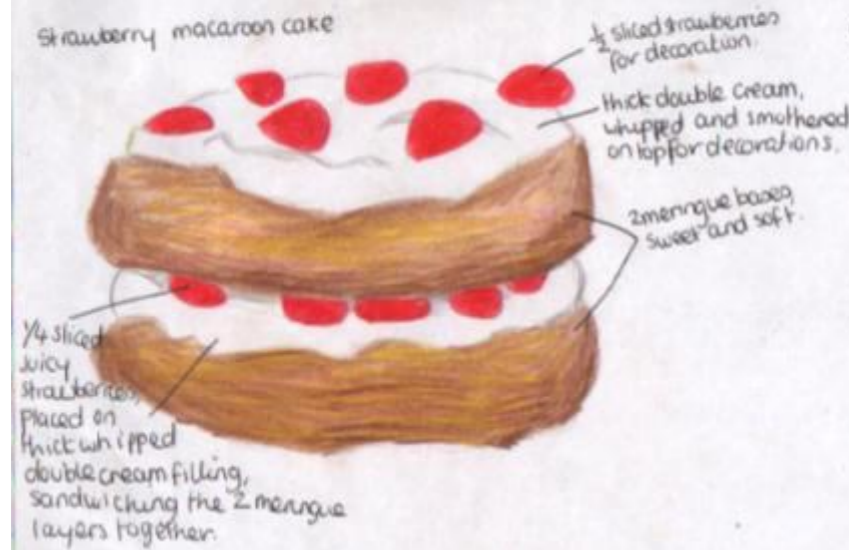
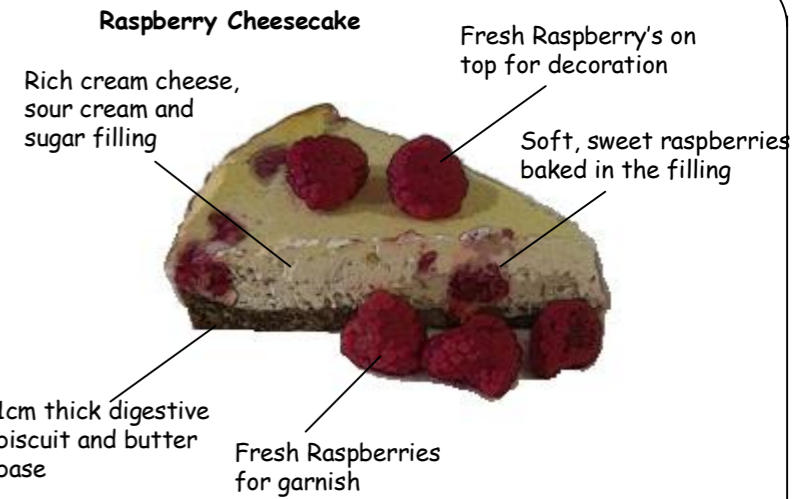
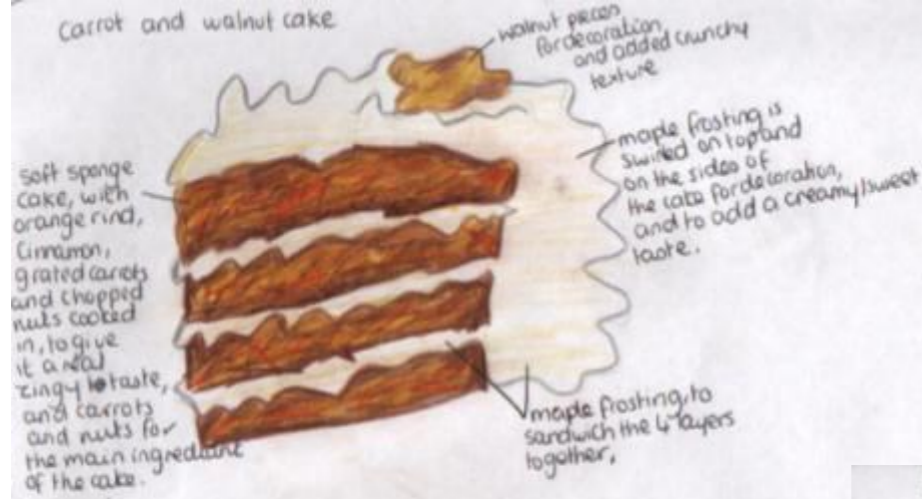
Findings from this page: I have found out what kind of product I will be making for my final idea. I have brain stormed how I can make products that appeal to different target audiences and groups.

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Initial Ideas :



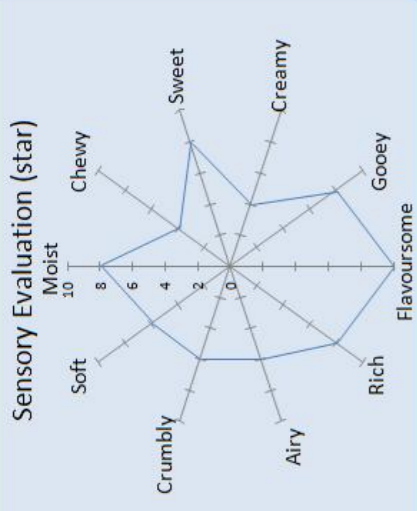
Findings From this sheet: : I have designed the kind of products that would be suitable for my design brief. I have thought about how I can make products that appeal to different target audiences and groups. I have commented on the overall sensory and aesthetic characteristics of each of the products and talked about how each could be produced.

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Name of product: Chocolate Marble Cake



Cost
£4



Written Evaluation

The product looked very appealing as the swirling went well and created a good marbled affect. The chocolate set on the top of the cake to make a crispy texture when you bit into it that went well with the light and fluffy cake. While baking the cake smelled a lot like chocolate and sugar. The cake had strong, sweet chocolate and vanilla which made it very tasty to people with a sweet tooth. If I could make this cake again I would add some orange food flavouring and some orange segments on the top to add an extra taste to the cake and a bit of nutrition.

Ideas for further development

To develop the product I could add more chocolate flavouring to make it sweeter or add some orange flavouring to add some fruity taste to cancel out some of the sweetness so my product isn't too sweet. I could also change the topping to chocolate butter cream or icing, I could also use vanilla toppings like icing and butter cream and add fruits to make the product look better. This would add more nutrition, flavours and textures. If I separated my cake into two layers I could make a flavoured filling and make the cake look better and have more bulk and taste. This would also make the portions larger.

Ingredients

Ingredients	Function in recipe
Flour and yeast	To make the base of the pizza rise to the correct standard.
Mozzarella Cheese	For the pizza topping and the to hold the toppings on the pizza.
Spicy Chicken Strips	Add taste and flavour to the pizza, also adds proteins to the dish.
Tomato Puree	Creates a base for the toppings and adds flavour and a creamy texture.
Salt	Adds flavour to the base and makes it less bland.

Equipment and skills used

Kneading the dough with the heel of my hands to stretch the gluten molecules and make it rise in the oven.
Chopping the pepper with a knife and spreading them over the pizza.
Chopping and evenly spreading the cheese with a knife.
Making the purée to the correct consistency with water and a spoon to spread

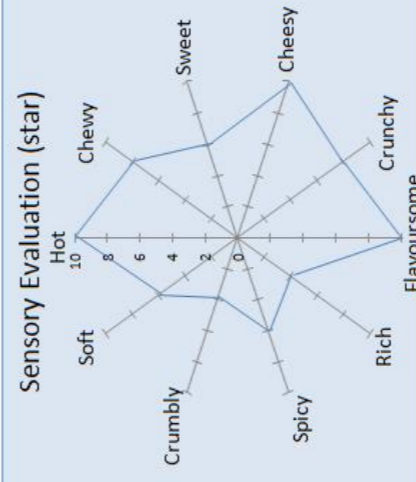
Specification Points Met

- The product had one of the persons five a day with the pepper on the topping.
- The product has chicken which is a low fat source of protein.
- The product is suitable for two to three people.
- The product only needs another ten minutes in the oven and will be ready to eat.
- The cheese is low fat so it a healthy option.

Name of product: Spicy Chicken Pizza



Cost
£4



Written Evaluation

The product looked and smelled very spicy, however it could have had more flavour and spice. Also, as the product rose in the oven the crust disappeared so there didn't look like there had been one there. Also the naturally occurring water came out of the pepper so it made the base and topping of the pizza soggy. However, the product had the right amount of cheese on the top so that it didn't taste too cheesy and it held all the toppings together well so it wouldn't fall off in a package.

Ideas for further development

I could add some barbecue sauce to the base to make it more spicy and add flavour and something different that would appeal to the consumer. I could have also fried the peppers before I put them on the pizza so that the water was already fried out of them so it didn't make the base soggy. Another thing I could do to my product would be to make a stuffed crust on the pizza, however this would add more fats to the pizza and make it unhealthy.

Name of product: Strawberry cheesecake

Ingredients	Function in recipe
Digestive biscuits	Bulk ingredient, for the base. Holds the cake together.
Butter	Moulds the crushed digestives together.
Cream cheese	Creates the creamy texture and creates flavour for the topping.
Double cream	Adds to the creaminess of the topping.
Icing sugar	For decoration
Strawberries	For flavour and colour. Lemon zest for decoration.

Equipment and skills used

Rolling pin – to crush the biscuits.

Bowl – To mix the cream and cream cheese together.

Spoon – To mix ingredients.
8" dish to leave it to set in.

Crushing biscuits. Melting the butter. Mixing the topping.

Specification Points Met

- Serves between 4-5 people.
- Can be stored in fridge once opened, and in the freezer before opening.
- Suitable to be stored in a round, plastic container with a cellophane cover and with a cardboard sleeve with information on it.



Cost
£4

Sensory Evaluation (star)



Written Evaluation

The product looked very appealing as the swirling went well and created a good marbled affect. The chocolate set on the top of the cake to make a crispy texture when you bit into it that went well with the light and fluffy cake. While baking the cake smelled a lot like chocolate and sugar. The cake had strong, sweet chocolate and vanilla which made it very tasty to people with a sweet tooth. If I could make this cake again I would add some orange food flavouring and some orange segments on the top to add an extra taste to the cake and a bit of nutrition.

Ideas for further development:

- Different flavours – raspberry cheesecake, chocolate.
- Add bits of fruit or nuts into the topping.
- Add another topping, such as sliced fruit on top, or flavoured jelly.
- Different shape instead of round cheesecake, or do individual cheesecakes.
- Add spices to the biscuit base.
- Make a strawberry sauce to add more flavour.
- Leave the strawberries in bigger pieces to give more texture.
- Add more biscuits make the base thicker to alter the texture.

Name of product: English Breakfast Pasta Bake

Ingredients	Function in recipe
Butter (25g)	Thick texture + richness
Plain flour (25g)	Thick texture
SS Milk (1 pint)	Bulk/ Quantity
Salt (pinch)	Flavour/seasoning
Pasta (200G)	Carbs, texture + main flavour
Sausage+ bacon+ mushrooms (500g)	Flavour, bulk, theme of product + creativeness
1 egg (fried)	Protein + theme + decoration

Equipment and skills used

Whisk, ovenproof dish, knife chopping board, frying pan, large saucepan, wooden spoon (never metal when in contact with hot things).

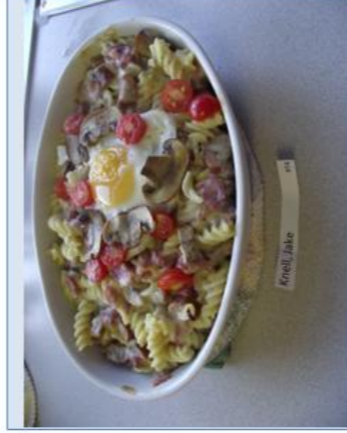
Knives held and used safe and efficiently (made sure fingertips are out of the way at all times).

Hands, not near the grater when grating something.

Didn't leave any pan handles on the hop sticking out, to avoid anyone knocking it.

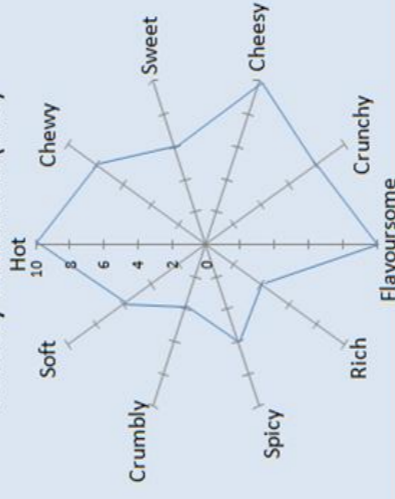
Specification Points Met

- Pasta must be fully cooked, slightly chewy and no hardness.
- Must be made with the cheese or the Ragu sauce
- Should have created a pasta dish with one extra ingredient.
- Should have been reasonably healthy
- Could have a unique theme to it (e.g. English breakfast, Sunday lunch and so on)
- Could have extra ingredients to make it aesthetically pleasing (things such as: Sliced tomato's on top, a fried egg, sliced mushrooms, herbs, a sprinkle of cheese)



Cost
£3

Sensory Evaluation (star)



Written Evaluation

I believe that I have done exceptionally well at making my Pasta Bake. I created an imaginative product that I invented myself which met all the key specification points needed in order to make a professional product. I called it "the English Breakfast Pasta bake" and as you can imagine, it contained all of the loved ingredient contained in an English Breakfast, Sausage, bacon, mushrooms and egg.

Firstly to make this product I pre-cooked my bacon, sausage and mushrooms at home, entering them into my pasta at school, I made some cheese sauce which I put on my pre cooked pasta, later followed by my cooked ingredients (bacon, sausage, and mushrooms). Once my pasta was almost complete and finished cooking, I fried an egg and placed it on top of my pasta to cook for the remainder 5 minutes along with some sliced tomatoes and mushrooms that I also prepared at home. Doing this made my meal visually appealing towards my target audience. I thought this was an excellent idea and if I was to manufacture it then I believe that it would be highly successful as there is not anything of its kind available in the food market, and also is a funky and quite a modern invention that the public will like and is easy to develop further, e.g. new and interesting flavours.

Ideas for further development

- Make it healthier by using not as much fatty foods, things like bacon and sausage.
- Create other themed ideas and flavours (maybe Sunday lunch?, or seafood?)
- Try and use less expensive ingredients, because if I am manufacturing it and I am using lots of sausage and bacon then it will become quite expensive to produce on mass scale and also hard to make profit because of ingredient prices.
- Try and use the Ragu sauce in my pasta as well as the cheese one (Maybe a mixture where they half and half but not mixed together?)
- Try it with other main ingredients, things like spaghetti, noodles and so on
- Make it healthier (in corporate more fruits and vegetables)

Name of product: Strawberry Tiramisu

Quantity	Ingredient	Function
10	Sponge fingers	Bulk, absorb moisture, sweetness
1	Orange juiced	Moisture and flavour
2tb	Orange liquid	Moisture
125g	Mascarpone cheese	Texture, richness, creaminess
250g	Fromage frais	Texture, lightness, creaminess
1 ½ tbsp	Strawberry jam	Sweetness, flavour
170g	Strawberry's	Freshness
1tspn	Cocoa	Flavour, bitterness
1tbsp	Caster sugar	Sweetness

Equipment and skills used

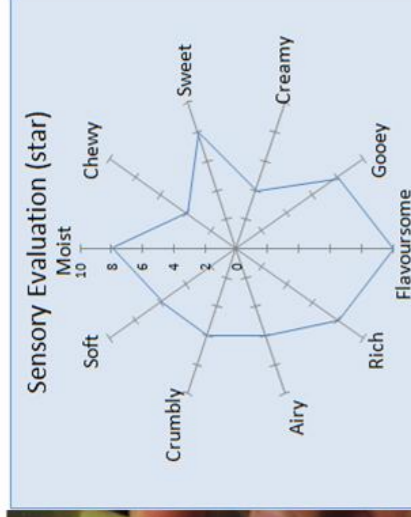
Whipping – Coil Whisk

Fruit preparation – Sharp knife, chopping board

Layering, juicing and soaking

Specification Points Met

- The tiramisu contains low fat fromage frais to make it lower fat then other desserts of this nature.
- It is a traditional Italian dessert.
- It is suitable for a family and requires no further preparation.
- The sugar and cocoa used in the tiramisu is fairtrade.
- The product contains no animal products so is suitable for vegetarians.



Cost £8

Written Evaluation

The product looked very appealing as the cocoa created a good finish effect. The sponge fingers gave a nice light fluffy texture and complimented the rich cream. The tiramisu smelled chocolaty and fruity. The tiramisu had strong, sweet chocolate and orange flavour which made it very tasty to people with a sweet tooth. If I could make this again I would add some vanilla and amaretto flavourings.

Ideas for further development

For further development I could add different fruit instead of strawberry's or I could add some alcohol like amaretto. I could also use different soft cheeses like ricotta. I could experiment with other flavourings such as vanilla, cinnamon, ginger. Other fruits I could use are raspberries, blueberries or blackberries.

Name of product: Spaghettil Bolognese

Ingredients	Function in recipe
1 onion	To give the sauce flavour.
1 garlic clove	To give the product flavour.
1 spoon of oil	To cook the onion and garlic in without it sticking to the pan.
250g minced beef	To give protein and taste.
1 spoon tomato puree	To help the mixture cream together.
1 teaspoon mixed herbs	To give flavour.
100ml water	To cook the pasta in.
150g spaghetti	The main ingredient and contains carbohydrates

Equipment and skills used

Frying in oil in a pan.

Chopping the onions with a sharp knife.

Boiling the pasta.

Frying the mince to cook it.

Specification Points Met

- contains carbohydrates.
- serves from 2 – 4 people.
- doesn't cost that much to make.
- this product is the right size for a spaghetti bolognese.



Cost
£3.50



Written Evaluation

This recipe went well because the mince was cooked fully and the product tasted like it should have. One thing that I could do to improve it would be to make the sauce less runny by adding a little less tomato puree than I did.

Ideas for further development

To develop this product I could use different ingredients such as carrot. Also I could make this product more healthier by using Quorn mince instead of really mince so it will be healthier and also it would be suitable for vegetarians.

Existing Products:



Ingredients:

The ingredients for baked Alaska are meringue to hold all the mixture together and the inside of it is a wide range of fruit and ice-cream to add the different flavours.

Flavours/ extra ingredients:

The extra ingredients for baked Alaska are different soft fruit or some more different flavours of ice-cream .

Nutrition:

The nutrition in baked Alaska are carbohydrate, dietary fiber, sugars, protein

Target market:

The target market is people who want a nice romantic dinner to follow up with a nice romantic desert .

Cooking instructions:

The cooking instructions are a electric whisk, a bowl to mix your base in and a cooking bowl.

Storage:

Keep in a cool area such as a fridge or a freezer.

Cost:

The cost to make it will be around £6 and they would sell it for around £10



Ingredients:

The ingredients for lemon meringue pie are the source what can be changed into different fruit and the meringue topping.

Flavours/ extra ingredients:

The extra ingredients can be changing the source from lemon to any other citrus fruit that could be added.

Nutrition:

The nutrition in lemon meringue are carbohydrate, sugar, fibre, and protein.

Target market:

The target market is people who want a nice not to fancy dessert after there meal.

Cooking instructions:

The cooking instructions are electric whisk, a pan and a oven to cook it in.

Storage:

Keep it in a cool place and don't keep it coved up in a box lid because it will sweat .

Cost:

It cost about £5 to buy the ingredients and you can sell them for about £8.



Ingredients:

The ingredients for meringue nests are meringue piped in circle and then after baked put some fresh cream in side them with a couple of nicely arranged fruit on top.

Flavours/ extra ingredients:

The extra ingredients are that you can add food dye/ food flavourings to the meringue mixture will you are whisking it up.

Nutrition:

The nutrition in meringue nest are carbohydrates, sugar and protein.

Target market:

The target market is people who want a quick and easy dissert that people can add different ingredients to.

Cooking instructions:

The cooking instructions are a electric whisk.

Storage:

Keep it in a cool place and don't keep it coved up in a box lid because it will sweat .

Cost:

The cost to make them are around £3 and you can sell them for about £5



Ingredients:

The ingredients for cheesecake are cream cheese, fruit, sugar, biscuits, butter and sometimes flour and flavourings such as vanilla.

Flavours/ extra ingredients:

The extra ingredients are different flavouring/ fruits and toppings/ coulis.

Nutrition:

Fat, vitamins, minerals, carbohydrate and protein

Target market:

The target market is people who want to buy a nice cool, light dessert in the summer.

Cooking instructions:

The cooking instructions are electric whisk and springform tin.

Storage:

Keep it in a fridge to set and to stay cool.

Cost:

The cost to make it is about £3 and you can sell a cheesecake for about £5.



These are four existing products what are very similar to the cheesecake product I have made in school. This also shows possible ways I could further develop my ideas.

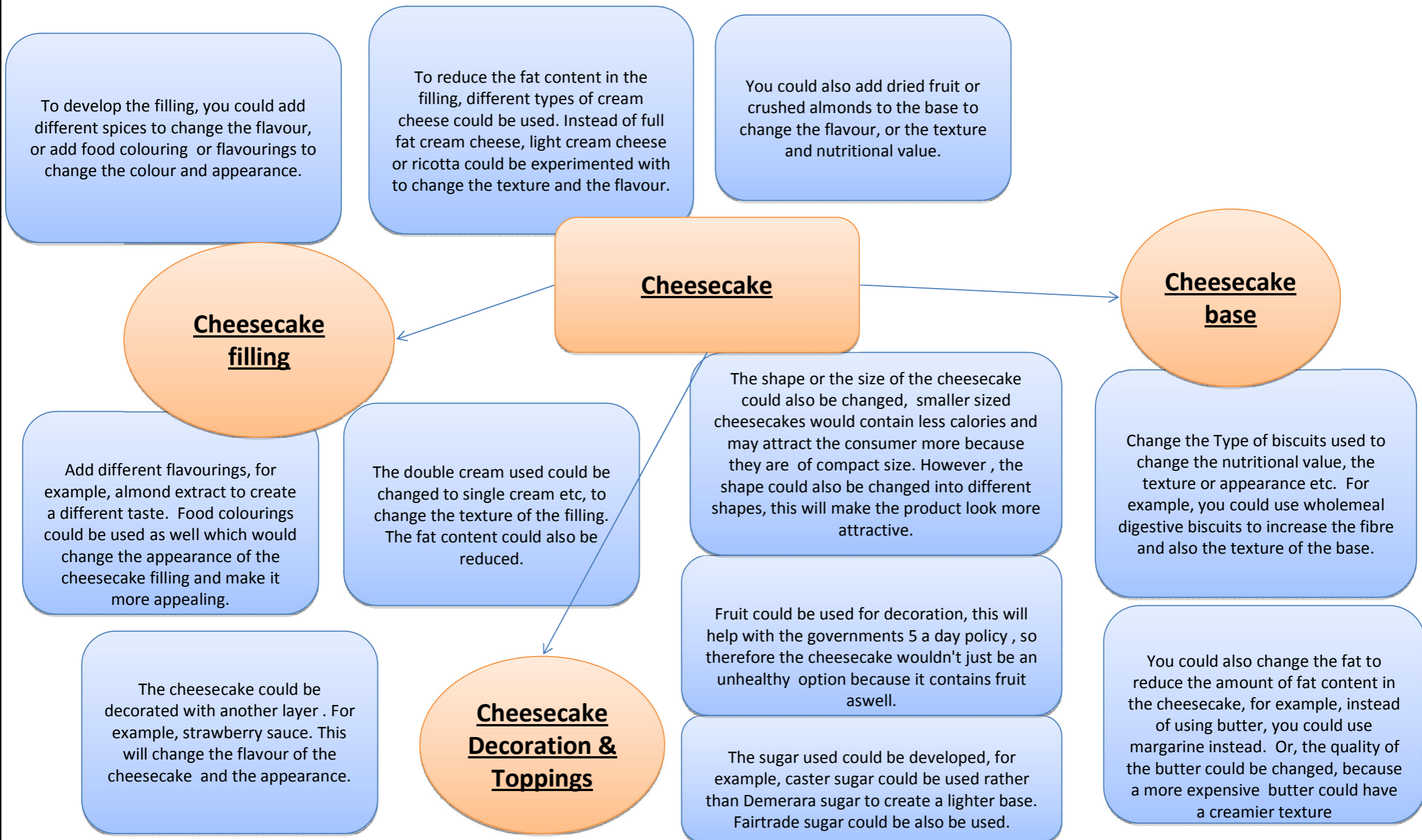
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Development:

I have chosen to develop cheesecake, because when I made my 6 ideas this turned out the best, this also has many ways of being developed than my other ideas. This also fits my specification.



Findings from this page: From this page I have found out that there are many ways I could develop my product. The overriding reasons for developments are to improve aesthetics and the end users perceptions of the product. Other developments could also improve the nutritional profile and cost of the final product. There are social and environmental issues that would also need to be taken into account, such as using fairtrade sugar and chocolate.



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Development 1

Aim:- To develop the cheesecake bases by using different biscuits in the base. I will also add extra colour and flavour to improve the sensory and aesthetic characteristics.

What I'm going to do:- Make one batch of shortbread and use two types of shop bought biscuits to make 3 different biscuit bases with melted butter.

Original Ingredients:

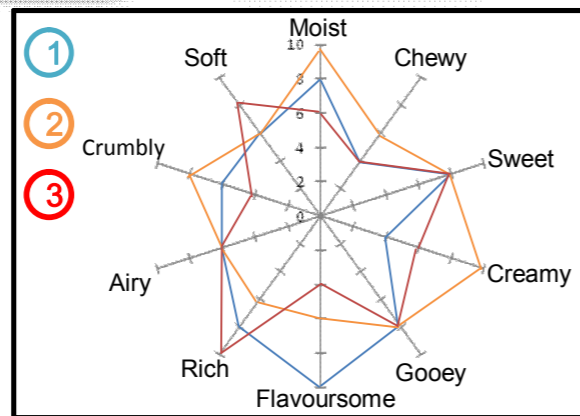
Digestives
Butter

Development Ingredients:





- ① Shortbread - Butter, flour, caster sugar
- ② Gingernut biscuits
- ③ Cream sandwich biscuits

Nutrition Info:

Shortbread		Gingernut biscuits		Sandwich biscuits cream filled	
	per 100g		per 100g		per 100g
Energy	2133 kJ	Energy	1842 kJ	Energy	2026 kJ
	509 kcal		438 kcal		482 kcal
Protein	6.0 g	Protein	5.6 g	Protein	5.9 g
Carbohydrate	63.3 g	Carbohydrate	79.1 g	Carbohydrate	72.5 g
Total sugars	15.7 g	Total sugars	35.8 g	Total sugars	35.2 g
Fat	27.5 g	Fat	13.0 g	Fat	20.7 g
Saturated fat	18.2 g	Saturated fat	6.0 g	Saturated fat	11.0 g
Fibre	1.9 mg	Fibre	1.4 mg	Fibre	1.6 mg
Sodium	0.3 g	Sodium	0.3 g	Sodium	0.1 g
Salt	0.7 g	Salt	0.8 g	Salt	0.4 g



Tasting Results:

	Appearance	Taste	Texture	Total
 Digestive	6 6 8 10	4 4 5 6	6 7 8 6	76/120
 Shortbread	7 6 9 10	7 8 7 9	8 9 7 6	93/120
 Gingernut	7 6 8 6	6 7 8 6	5 7 8 7	81/120
 Cream Sandwich	6 4 6 9	4 5 7 6	3 5 6 6	67/120

Evaluation

From developing my base I have found that shortbread is the most popular biscuit to use for my cheesecake base. Comments were made about all 4 bases relating to flavour, but the biscuit with the highest taste score was the homemade shortbread. From developing the bases, I have decided I am going to combine both shortbread and gingernut as this gave the best flavour. This will further improve the sensory characteristics of my product. One of the criticisms of the gingernut on its own was it didn't hold well enough, so by combining the two I will achieve the best texture and flavour.

Next development: Cheesecake filling



Findings from this page: From this page I have found that changing the original cheesecake base from digestive to a combination of gingernut and shortbread will improve the sensory characteristics and overall finish of my product. I have also found that shortbread has the highest fat content, so by combining with gingernut it will improve the nutritional value and make the finished product slightly lower in fat.

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Development 2

Aim:- To develop the cheesecake filling by using different flavourings. I will also add extra colour and flavour to improve the sensory and aesthetic characteristics

What I'm going to do:- 4 separate batches of cheesecake filling using different flavourings

Original Ingredients:

Cream cheese
Sugar
Vanilla
Double cream

Development Ingredients:

- ① Chocolate & Orange
- ② White Chocolate & Raspberry
- ③ Toffee Crunch

Nutrition Info:

NUTRITIONAL INFORMATION:	
	(Per portion)
ENERGY	3988 kJ 957 kcal
PROTEIN	9.6g
CARBOHYDRATE	76.7g
of which SUGARS	68.4g
FAT	70.2g
of which SATURATES	42.8g
FIBRE	0.9g
SODIUM*	0.4g
*equivalent as SALT	1.1g

Original

NUTRITIONAL INFORMATION:	
	(Per portion)
ENERGY	3988 kJ 957 kcal
PROTEIN	9.6g
CARBOHYDRATE	76.7g
of which SUGARS	68.4g
FAT	70.2g
of which SATURATES	42.8g
FIBRE	0.9g
SODIUM*	0.4g
*equivalent as SALT	1.1g

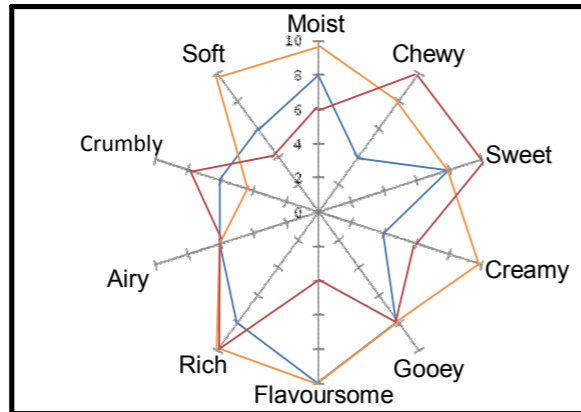
White Chocolate & Raspberry ②

NUTRITIONAL INFORMATION:	
	(Per portion)
ENERGY	4032 kJ 968 kcal
PROTEIN	9.6g
CARBOHYDRATE	78.3g
of which SUGARS	69.5g
FAT	70.7g
of which SATURATES	43.0g
FIBRE	0.9g
SODIUM*	0.4g
*equivalent as SALT	1.1g





Chocolate & Orange ①

NUTRITIONAL INFORMATION:	
	(Per portion)
ENERGY	4045 kJ 971 kcal
PROTEIN	9.7g
CARBOHYDRATE	78.1g
of which SUGARS	69.8g
FAT	71.1g
of which SATURATES	43.5g
FIBRE	0.9g
SODIUM*	0.4g
*equivalent as SALT	1.1g

Toffee ③



Tasting Results:

	Appearance	Taste	Texture	Total
 Original	6 6 8 10	4 4 5 6	6 7 8 6	76/120
 Chocolate & Orange	7 6 8 6	6 6 8 6	5 7 8 7	80/120
 White Chocolate & Raspberry	7 6 9 10	7 8 7 9	8 9 7 7	94/120
 Toffee	6 4 6 8	4 5 7 6	3 5 6 6	66/120

Evaluation

From developing my filling flavours I have found that chocolate and orange is the most popular flavour for my cheesecake base. Comments were made about all 4 flavours, but the white chocolate & raspberry the highest taste score and was the most popular of all the flavours. From developing the flavours, I have decided I am going to use white chocolate & raspberry as this gave the best flavour. This will further improve the sensory characteristics of my product. One of the criticisms of toffee was it was too sweet, so i feel this isn't an appropriate development to make in my final product.

Next development: Cheesecake Toppings



Findings from this page: From this page I have found that changing the original cheesecake filling to a combination white chocolate & raspberry flavours will improve the sensory characteristics and overall finish of my product. This was by far the most popular flavour. I will take this feedback

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Development 3

Aim:- To develop the cheesecake toppings by adding extra ingredients to improve flavour and texture. I will also add extra colour and flavour to improve the sensory and aesthetic characteristics.

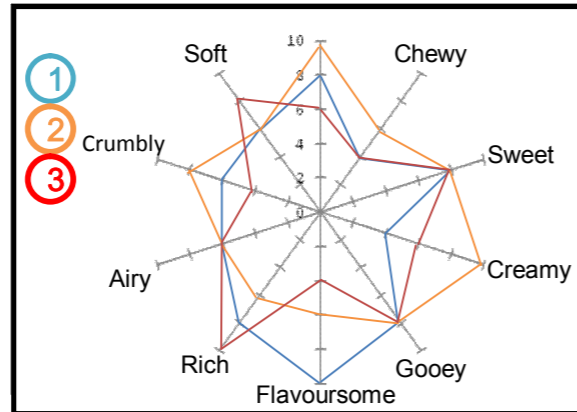
What I'm going to do:- I will make a batch of cheesecake filling, divide it between 3 pots and add different toppings to each.

Original Ingredients:
Digestive biscuits
Butter
Cream cheese
Icing sugar
Double cream


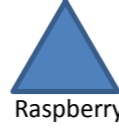


Development Ingredients:
① Raspberry coulis
② Strawberries
③ Blackberries
③ Chopped hazelnuts

Nutrition Info:

① Raspberry Coulis	② Strawberry & Blackberry	③ Hazelnut
<p>NUTRITIONAL INFORMATION:</p> <p>(Per portion)</p> <p>ENERGY 2195 kJ 529 kcal</p> <p>PROTEIN 4.6g</p> <p>CARBOHYDRATE 31.8g of which SUGARS 18.5g</p> <p>FAT 43.5g of which SATURATES 22.7g</p> <p>FIBRE 0.8g</p> <p>SODIUM* 0.3g *equivalent as SALT 0.8g</p>	<p>NUTRITIONAL INFORMATION:</p> <p>(Per portion)</p> <p>ENERGY 2179 kJ 525 kcal</p> <p>PROTEIN 4.6g</p> <p>CARBOHYDRATE 30.8g of which SUGARS 17.4g</p> <p>FAT 43.5g of which SATURATES 22.7g</p> <p>FIBRE 0.9g</p> <p>SODIUM* 0.3g *equivalent as SALT 0.8g</p>	<p>NUTRITIONAL INFORMATION:</p> <p>(Per portion)</p> <p>ENERGY 2557 kJ 617 kcal</p> <p>PROTEIN 6.6g</p> <p>CARBOHYDRATE 30.4g of which SUGARS 16.8g</p> <p>FAT 53.0g of which SATURATES 23.4g</p> <p>FIBRE 1.5g</p> <p>SODIUM* 0.3g *equivalent as SALT 0.8g</p>



Tasting Results:

	Appearance	Taste	Texture	Total
 Original	6 6 8 10	4 4 5 6	6 7 8 6	76/120
 Raspberry Coulis	7 6 9 10	7 8 7 9	8 9 7 8	95/120
 Strawberries & Blackberries	7 6 8 6	6 7 8 3	5 7 8 7	84/120
 Chopped Hazelnuts	6 4 6 9	4 5 7 6	8 8 8 9	80/120

Evaluation

From developing my toppings I have found that raspberry coulis is the most popular topping/finishing technique to use for my cheesecake. Comments were made about all 3 toppings relating to flavour, but the raspberry had the highest taste score and was homemade. From developing the toppings I have decided I am going to combine both raspberry sauce and fresh raspberries as the fresh fruits were the second most popular with my testers. This will further improve the sensory characteristics of my product. One of the criticisms of the fresh fruit on its own was to do with ripeness and being a little watery. On its own fresh fruit wouldn't be enough, so by combining the two I will achieve the best texture and flavour and the finished product will have a freshness. The fresh fruit will also make the finished product healthier and fit my nutritional requirements of producing a healthy product better.



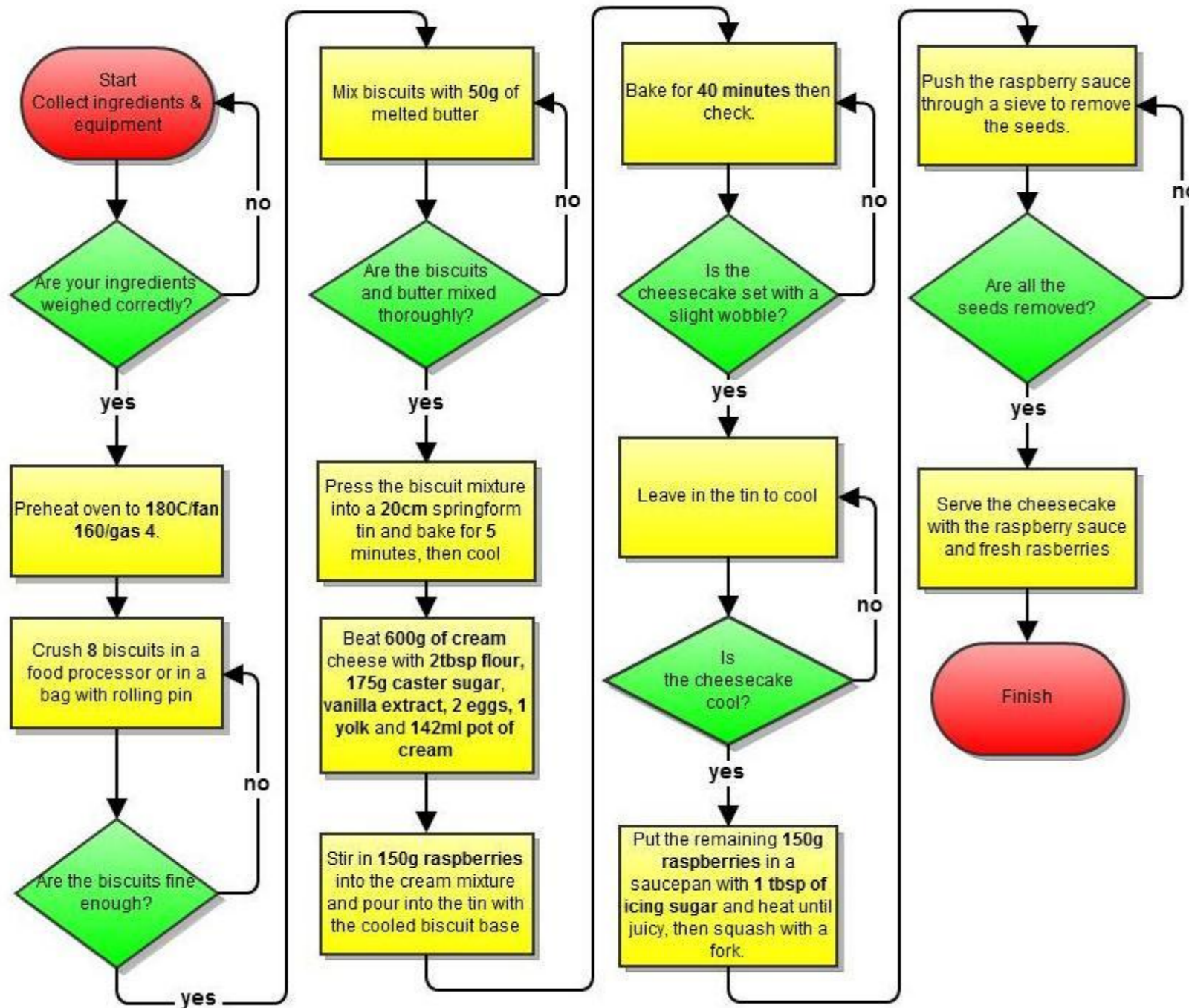
Findings from this page: From this page I have found that adding raspberry sauce will improve the sensory characteristics and overall finish of my product. Raspberry was clearly the most popular flavour amongst my testers. I also found that the fresh fruits were a popular choice, so I will add fresh raspberries to improve the nutrition of my finished product.

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Flow Chart With QC Control:



Ingredients

5 shortbread biscuits
3 Gingernut biscuits
50g butter , melted
600g cream cheese
100g white chocolate
2 tbsp plain flour
175g caster sugar
vanilla extract
2 eggs , plus 1 yolk
142ml pot soured cream
300g raspberries
icing sugar

Equipment

Food Processor
Saucepan
Wooden Spoon
Whisk (or electric hand mixer)
Mixing Bowl
20cm Springform tin
Sieve



Findings from this page: From this page I have identified where the quality control checks will take place. I have also finalised the method, processes and requirements of that method for producing my final product.

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Controlled Assessment Diary:

Step 1:



Collect all ingredients and equipment
Ensure all ingredients are weighed correctly

Step 2:



Crush biscuits to a fine consistency
Ensure biscuits are fine crumbs

Step 3:



Melt butter in a saucepan over a low heat
Make sure butter is not on too high and not burned

Step 4:



Thoroughly mix the biscuit crumb with the butter
Ensure ingredients are mixed evenly

Step 5:



Press firmly into a springform cake tin, then bake for 5 minutes and cool

Step 6:



Whisk together soured cream, cream cheese, flour, vanilla and eggs
Do not over whisk

Step 7:



Pour the mixture on top of the cooled base
Avoid spilling the mixture, wipe any excess spilt

Step 8:



Level off
Ensure the mixture is as level as possible before baking

Step 9:



Place in the oven on the middle shelf and cook 180C, gas 4 for 40 mins

Do not over bake

Step 10:



Check after 40 mins, it should still have a slight wobble

Check by wobbling the tin to see how cooked the product is

Step 11:



Add the remaining raspberries to the saucepan with a spoon of icing sugar

Ensure even heating, do not over heat

Step 12:



Once thickened, pass through a fine sieve to remove seeds

Check consistency before sieving, use a fine sieve to remove all seeds

Step 13:



Spoon some of the raspberry sauce over the top just before serving

Ensure even spread of sauce

Step 14:



Slice and serve with extra raspberry sauce and fresh cream

Ensure each slice is the same size

Ingredients

5 shortbread biscuits
3 Gingernut biscuits
50g butter, melted
600g cream cheese
100g white chocolate
2 tbsp plain flour
175g caster sugar (fairtrade)
vanilla extract (fairtrade)
2 eggs, plus 1 yolk (free-range)
142ml pot soured cream
300g raspberries
icing sugar (fairtrade)



Findings from this page: This page highlights the key processes involved in making my final product and the quality control checks needed to be taken at each stage of making.

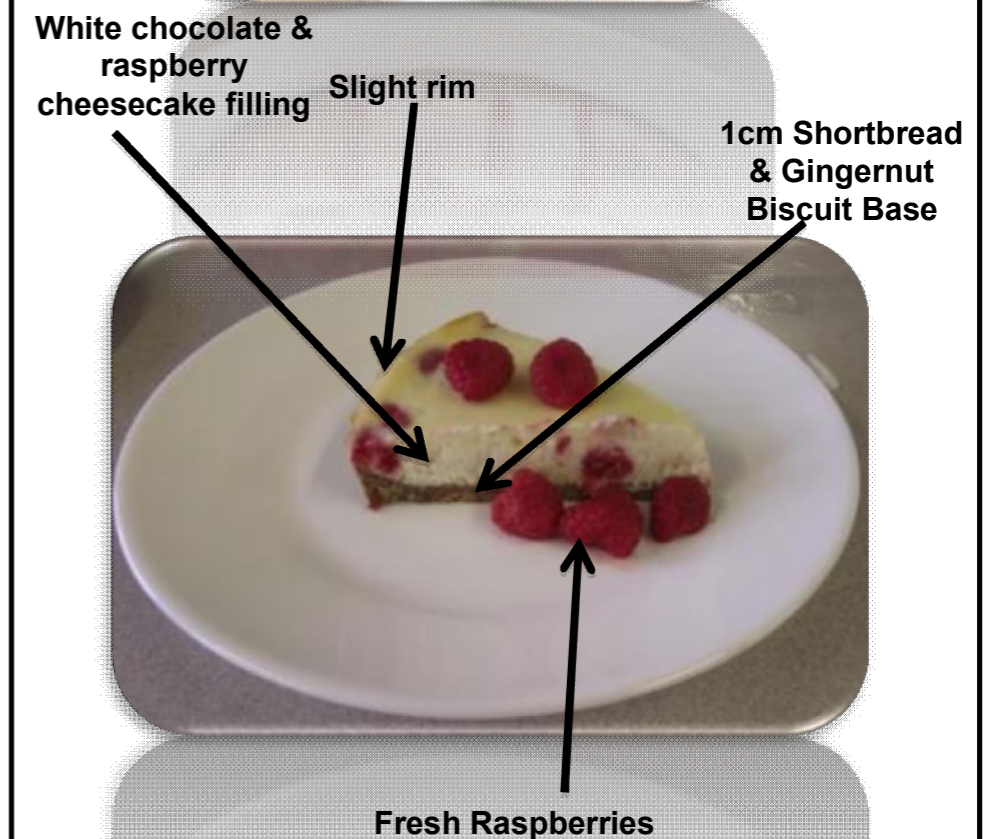
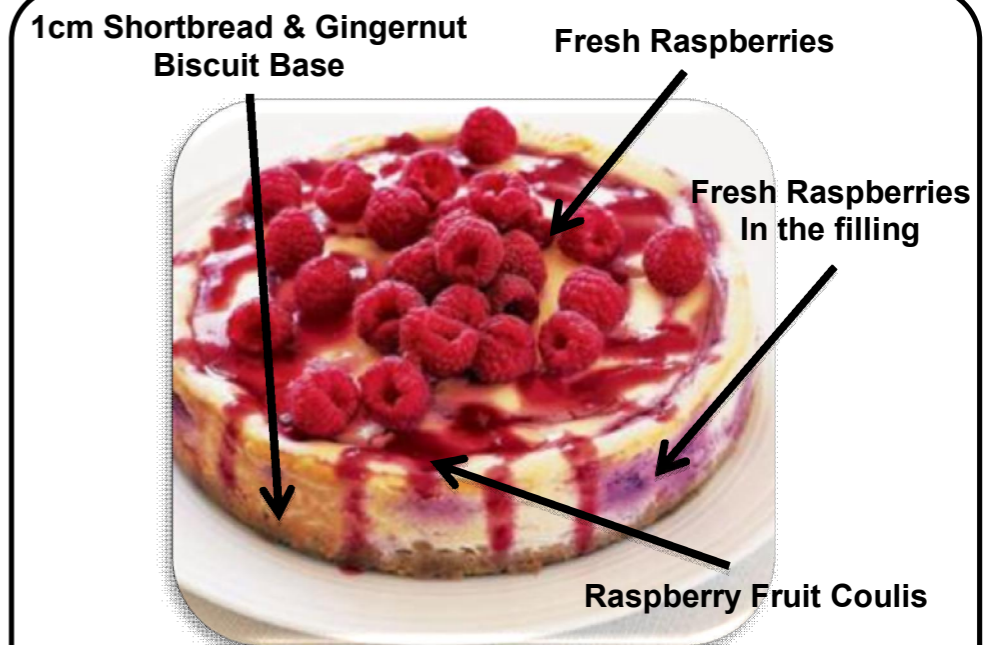
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Testing of final product:

Name: *Parent of Student*

Specification	Comments	Out of 5
Portion:	This product would easily serve my family and there would be enough for the following day too.	5
Shelf Life:	This product would easily have a long enough shelf life to be sold from a supermarket	5
Aesthetics :	I believe this product is very attractive and fits the purpose for what it is intended for. The colour and texture is very good and the product has a professional feel.	5
Ingredients:	I believe the ingredients were very cleverly combined to highlight the colour and flavour of the raspberries. The product was finished to a beautiful quality.	5
Size/Shape:	The size of the product would be enough to serve a family as a dessert, or even at an event or family gathering.	5
Function :	This is a suitable product for a shops speciality range, however if the sauce were poured on top before transportation it would look less attractive.	3
Cost:	The cost of this product would be pushing my family budget, however I think manufacturing cost would be significantly lower if this were to be made for a supermarkets speciality range.	5
Quality:	The making of this product in my view is easily shop quality, I'd even say artisan delicatessen quality.	4
Green Issues:	Using fair-trade and free range ingredients makes this product more appealing as a consumer as it shows the manufacturer has thought about its impact on the environment and social and moral issues relating to food.	5



Suggested Developments / Improvements:

I would have liked to see a slightly thinner base and a set topping to the cheesecake. When packaging for retail, put sauce into a sachet for the consumer to add as and when required.

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Evaluation V's Specification:

1. My product must appeal to the target market, because they are the people who would buy it.
2. My product should be suitable for adults, as the majority of the target market are between the ages of 41 and 60.
3. My product should have a good nutritional content, because most people prefer eating healthily.
4. My product could serve just one person, or a number of people.
5. It must look appetising, therefore people would be more likely to buy it.
6. My product could be sweet, because most of the target market prefer sweet food to savoury.
7. It could have a long shelf life, so that it will last longer.
8. It should have a good aroma, therefore will smell appetising.
9. My product could be served hot because most people in the questionnaire prefer hot food to cold.
10. It should be a suitable price, therefore more people would buy it.
11. If my product is a dessert it could be a chocolate dessert because this was the most popular choice on my questionnaire.
12. Most people chose carbohydrates as their favourite food group, so my product should contain carbohydrates.
13. If my product contains meat it should be chicken, because most people chose chicken as their favourite meat.
14. The type of food range which the target market buy the most is luxury, so my product must be suitable to sell in a luxury food range.
15. If my product contains fruit it should be the most popular fruit on my questionnaire which was raspberries.
16. I could design products which don't contain nuts, therefore would be suitable for people in my target market who have nut allergies.
17. I could design products which don't contain meat, therefore would be suitable for people in my target market who are pescetarians.
18. It must be suitable to sell in Asda because that was the most popular supermarket in my questionnaire.
19. The product should be a suitable price, because it would be sold in a supermarket and should be more appealing than other similar products.
20. The product should be an appropriate weight.

1. My product would appeal to the target market, because it has sensory appeal and is aesthetically appealing.
2. My product is suitable for adults, as the flavours and finish of the product is "luxurious" and has a professional finish.
3. My product is nutritionally balanced and has fresh fruit to add extra nutrients for flavour as well as sweetness.
4. My product is suitable to serve a number of people as either a family dessert or for a special occasion.
5. My product looks appetising as it has a fresh fruit coulis and fresh raspberry's baked into it. It also has good colour and texture.
6. My product is sweet, but importantly not oversweet, because I found from my questionnaire most of the target market prefer sweet food to savoury.
7. My product would have a long shelf life if frozen, if it is a luxury fresh dessert then the shelf life would be 3-5 days when stored in a fridge.
8. My product has good aroma, mainly due to the fresh fruit, therefore smells appetising.
9. My product could be served hot, but would be better served chilled.
10. My product cost to make the portion size in my final design was £6.30, however this would be a large product for the average family and may therefore need reducing. Also with "cost" prices and making in bulk the actual manufacturing cost could be significantly reduced.
11. My final design with raspberry and white chocolate baked cheesecake was a good choice as chocolate was very popular with my target market in my questionnaire.
12. Most people chose carbohydrates as their favourite food group, my product does contain carbohydrates in the base and also from the sucrose sugar.
13. My product did not contain meat as it was a sweet product.
14. My product is definitely suitable to sell in a luxury food range, my testing revealed that the end user thought it was at least shop quality.
15. My product contains fruit it should be the most popular fruit on my questionnaire which was raspberries.
16. My product does not contain nuts, therefore is suitable for people in my target market who have nut allergies. (Providing it is manufactured in a suitable environment).
17. My product doesn't contain meat and is therefore suitable for vegetarians and pescetarians. It isn't suitable for vegans and gluten free diets.
18. It is suitable to sell in Asda and is easily good enough to fit in either their fresh or frozen luxury dessert ranges.
19. A suitable price for retail would be £4.50 for a product at one quarter size.
20. The approximate weight for final product would be 400g.



Findings From this sheet: : I have evaluated my product against my original specification and found that it meets nearly all of the original points specified within it. My testing showed that my product was successful from a consumers perspective and this highlight how successful my product was against the original criteria set out in my specification.

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