

## Product Planning

### Identify the characteristics of your target market

My target market is aimed at women aged 15 and over who have a busy lifestyle either living in Newtown or travelling through Newtown and are interested in a quick sweet bite to eat, without being concerned on the amount of calories. The pie is offered to a wide range of consumers who are gluten free or enjoy the gluten free taste. Women who are concerned about the maintaining of their health would enjoy this pie as it is less fattening and has lower calories than the original non-gluten free pie.

Identifies some characteristics of target market

### Brainstorm the products that would most fit the design brief

- Gluten free apple pie
- Gluten free lime pie
- Gluten free chocolate pie
- Chocolate chip cherry gluten free pie
- Gluten free coconut pie

	Subject 1	Subject 2	Subject 3	Subject 4	Subject 5	Subject 6	Subject 7	Subject 8	Subject 9	Subject 10
Age	16	19	15	26	15	15	47	15	17	12
Do you prefer savoury or sweet pies	Sweet	Sweet	Sweet	Savoury	Sweet	Sweet	Sweet	Savoury	Sweet	Sweet
If sweet what flavour do you enjoy the most	Coconut	Lemon	Coconut		Coconut	Apple	Coconut		Apple	Lemon
Would you like to eat a gluten free pie	No	Yes	Yes	Yes	Yes	No	No	Yes	No	No
What size of pie do you prefer	Slice of pie	Mini bite pie	Slice of pie	Slice of pie	Slice of pie	Slice of pie	Slice of pie	Standard pie	Mini bite pie	Mini bite pie
Do you prefer your packaging to be in a bag or a box	Box	Box	Bag	Box	Box	Box	Bag	Box	Box	Box
What is your favourite type of pie	Apple & Custard	Chocolate	Coconut	Lime	Apple & Cinnamon	Apple & Cinnamon	Chocolate	Meat	Chocolate	Meat
Are you concerned with the nutritional value of pies	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No
Do you have a relaxed or busy lifestyle	Relaxed	Busy	Busy	Busy	Busy	Busy	Busy	Relaxed	Relaxed	Relaxed

## Results of Survey

- 80% preferred sweet pies over savoury pies
- 40% preferred coconut pies, 20% preferred lemon, 20% preferred apple and 20% preferred savoury pies
- 60% wouldn't mind eating a gluten free pie
- 60% preferred a slice of pie while 30% preferred a mini bite pie and 10% preferred a standard pie
- 80% preferred their packaging of pie to be in a box rather than a bag
- 70% were concerned with the nutritional value of their pie
- 60% lived a busy lifestyle over relaxed

An outline of results from the survey

The results of this survey have helped me achieve an idea of what type of pie consumers enjoy as there appears to be a clear diversity in the type of pie such as sweet or savoury and the flavour of pie. It has helped in the process of making the final product of my pie as I am now aware that the public would be interested in eating a gluten free pie as well as the fact that the most popular size is a slice of pie and the preferred packaging of the pie is to be in a box. The survey has also enabled me to understand the attitudes and lifestyle of different consumers as the majority were concerned with the nutritional value of their pie and lived a busy lifestyle

Limited analysis of information gathered from survey

## Research and analyse 3 similar products already in the marketplace. Can you incorporate any of their ideas?

The XXXX XXXX in XXXX, NSW offers a wide range of savoury, sweet and gluten free pies. Within the gluten free range, there is a Gluten Free Apple Pie offered. This product is similar to my Gluten Free Coconut Pie as both are gluten free, are sweet, home made and have no crust. The difference between these two pies is the fact that the flavour of pie is apple rather than coconut, and does not have lemon juice as an ingredient.

The XXXX XXXX in XXXX, NSW is a French patisserie which produces a range of cakes, tarts, pastries, biscuits and pies. In the savoury range of pies, they offer a Nut Free Meat Pie. The similarities of this product and my Gluten Free Coconut Pie is that they both have removed an ingredient that benefits the health of consumers with allergies/health problems. However these products are different in the way that the Nut Free Meat Pie is a savoury pie, not a sweet pie, has crust and does not contain nuts where as the Gluten Free Coconut Pie contains coconut. Also the Nut Free Meat Pie comes from an Australian culture where as the Gluten Free Coconut Pie comes from a tropical culture.

A comparison of similar products in the market place, however there is no clear link to the new food product

The XXXX XXXX Restaurant in XXXX, NSW is a restaurant which offers a dessert menu consisting of cakes, biscuits and pies. The product that this restaurant offers is a Lemon Pie. The similarities between this product and my Gluten Free Coconut Pie is that both pies contain lemon and are both sweet pies rather than savoury. The differences is that the Lemon Pie does not contain coconut, has a crust and is not gluten free.

From these three different pies I have incorporated the idea of using lemon juice and icing sugar.

**Make a statement clearly outlining the characteristics of the food product you will be making**

My food product is a gluten free crustless coconut pie and a line enhancement of the XXXX original coconut pie. It contains the ingredients of 3 eggs, 1&3/4 cups of milk, 1/4 of butter, 1 1/2 teaspoons of vanilla, 1cup of flaked/shredded coconut ,3/4 cup of sugar, 1tablespoon of icing sugar and 1teaspoon of lemon juice. The total time to make the product is 1hour. The pie serves 8 people and will be served in a slice form. The aesthetics of the pie will be a 9 inch circular pie, of golden brown colour covered with icing sugar sprinkled on top of the pie with no crust. There will be a coconut aroma due to the large amount of shredded coconut incorporated in the pie. The pie will have a strong coconut taste as well as a sweet lemon taste to add zest and interest when consuming the product. Due to the pie having no crust unlike the original coconut pie it is more lighter and refreshing eating this product while still making you feel full. As I am doing a sweet pie, it will give the target market a sweet and enjoyable taste and the sugar ingredient will provide the essential energy needed throughout the day. The reduction of gluten makes it a more healthier pie to consume.

Describes the sensory characteristics of the new food product, however no other components such as texture or aesthetics are addressed

A picture of what my Classic Coconut Pie (Zero Gluten) will look like



**Decide on a name for your product and justify its choice**

DesignDevelopment

- Coconut Dream Pie (GlutenFree Zone)
- Coconut Dream Pie (Zero Gluten)
- Classic Coconut Pie, Without Gluten!
- Classic Coconut Pie (Gluten Free Zone)

- Classic Coconut Pie (Zero Gluten)

- 0% Gluten, 100% Coconut Pie

The name of my product is "Classic Coconut Pie (Zero Gluten)" as it clearly states what flavour of pie it is and that it does not contain gluten.

Outlines the name of the new food product.



### Product Packaging

In terms of packaging for my new product, I have decided to package my Classic Coconut Pie (Zero Gluten) as a slice of pie, wrapped in a 6 inch sheet of baking paper and placed in a brown paper lunch bag with the logo printed on the front. The functional features of this packaging include the handles on the brown paper bag so it is easy to carry and to transport as well as the brown paper material being sturdy and durable to hold the weight of the Pie so it will not break. The functional features of the baking paper are that it traps the heat of the pie, avoids saturation of the brown paper bag and keeps the pie presentable. The aesthetic features of this packaging is having the logo printed on the front as it clearly shows the type of pie whilst being aesthetically pleasing and attracts attention with the images and bright coloured font. The cost of an 100 pack of brown paper bag is \$3.00 and it is \$3.70 for a 15m roll of baking paper. This form of packaging would only leave an environmental impact if it was not deposited

Justification of product packaging that considers aesthetics, materials and function.

appropriately into a form of rubbish or recycling bin.



Establish the approximate RRP for each serve of the completed food product  
The RRP for a serve of Classic Coconut Pie (Zero Gluten) is \$6.50 per slice. The cost of packaging is \$0.04 for 1 brown paper bag and 25cm of baking paper. The overall total RRP for each serve of Classic Coconut Pie (Zero Gluten) is \$6.04.

An attempt to determine the recommended retail price for the new food product

## Classic Coconut Pie (Zero Gluten)

Total ingredient (raw) weight: 1121.18 g  
 Total (cooked) weight: 1121.18 g  
 Weight change: 0.00 %

Nutrition Information		
Servings per package:	1.00	
Serving size:	140.15 g	
	Average Quantity per Serving	Average Quantity per 100 g
Energy	1920 kJ	1370 kJ
Protein	8.9 g	6.4 g
Fat, total	31.9 g	22.8 g
- saturated	23.2 g	16.6 g
Carbohydrate	32.7 g	23.3 g
- sugars	32.5 g	23.2 g
Sodium	91 mg	65 mg

<b>Ingredient name:</b> Egg, chicken, whole, raw 03A10044					
Amount: 165.00 g					
Energy:	553 kJ	Fat, total:	9.0 g	Carbohydrate:	0.3 g
Protein:	12.7 g	Fat saturated:	3.1 g	Sugars:	0.3 g
<b>Ingredient name:</b> Milk, canned, evaporated, regular 09A20020					
Amount: 420.00 ml Specific gravity: 1.07					
Energy:	600 kJ	Fat, total:	8.1 g	Carbohydrate:	9.9 g
Protein:	7.6 g	Fat saturated:	5.4 g	Sugars:	9.9 g
<b>Ingredient name:</b> Butter, no added salt 04A10052					
Amount: 60.00 g					
Energy:	3036 kJ	Fat, total:	81.5 g	Carbohydrate:	0.0 g
Protein:	1.1 g	Fat saturated:	53.6 g	Sugars:	0.0 g
<b>Ingredient name:</b> Vanilla, artificial, extract, alcohol free 10F60072					
Amount: 7.50 ml Specific gravity: 0.87					
Energy:	245 kJ	Fat, total:	0.0 g	Carbohydrate:	14.4 g
Protein:	0.0 g	Fat saturated:	0.0 g	Sugars:	14.4 g
<b>Ingredient name:</b> Coconut, grated & desiccated 11B10124					
Amount: 237.00 g					
Energy:	2779 kJ	Fat, total:	65.4 g	Carbohydrate:	7.3 g
Protein:	6.6 g	Fat saturated:	52.3 g	Sugars:	6.6 g
<b>Ingredient name:</b> Sugar, white, granulated or lump 12A10050					
Amount: 170.00 g					
Energy:	1700 kJ	Fat, total:	0.0 g	Carbohydrate:	100.0 g
Protein:	0.0 g	Fat saturated:	0.0 g	Sugars:	100.0 g
<b>Ingredient name:</b> Sugar, white, icing 12A10051					
Amount: 28.00 g					
Energy:	1700 kJ	Fat, total:	0.0 g	Carbohydrate:	100.0 g
Protein:	0.0 g	Fat saturated:	0.0 g	Sugars:	100.0 g
<b>Ingredient name:</b> Juice, lemon 01B30168					
Amount: 5.00 ml Specific gravity: 1.05					
Energy:	97 kJ	Fat, total:	0.2 g	Carbohydrate:	4.6 g
Protein:	0.7 g	Fat saturated:	0.0 g	Sugars:	4.6 g

NOTE: All nutrient values shown above for these ingredients are per 100g EP  
 Working values may differ from final NIP due to rounding.

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An attempt to design a nutritional label that meets FSANZ standards

## Grade Commentary

Morgan has provided a clear discussion of similar products already on the market and the characteristics of the target market and the new product are clearly described. The survey has addressed some aspects of the task appropriately, although the analysis and interpretation of results needed more detail. The logo provided is very simple and some considerations of the packaging are discussed, although not all FSANZ requirements are met. Morgan's work sample demonstrates characteristics of work typically produced by a student performing at grade C standard.