

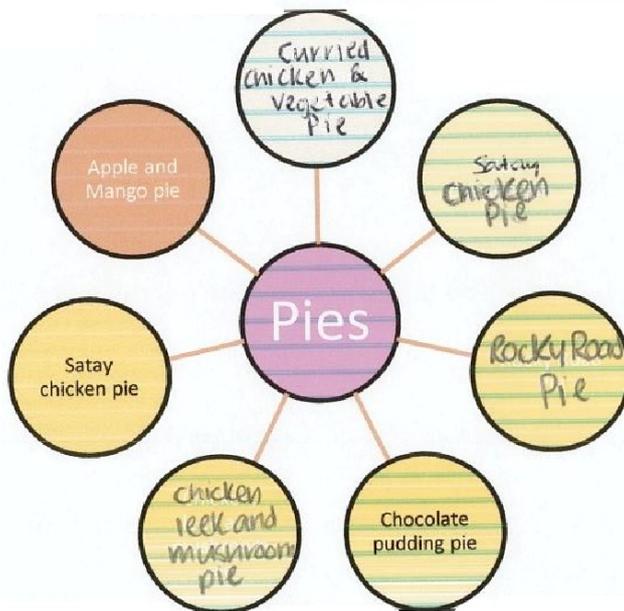
Identify the characteristics of your target market

The target market for my line extension pie will be a wide range of the market. I will create my pie in a small pie serving. Therefore it targets individuals with **busy lifestyles**; they can get a take away pie and have it on the go. My pie will also be perfect for lunchbox sizes. Thus it targets markets **parents and kids**. The pies I have in mind will be chicken and some sort of vegetables, making it a convenient, easy lunch for school kids. My pie is healthy and will be suitable **health choice**.

Identifies the target market and product characteristics

Brainstorm the products that would for the design brief.

Design brief specified to make a line extension from an existing pie that XXXX offers.



Identifies a variety of savoury and sweet pies that meet the design brief

Collate the information from the survey (in table) and draw conclusions

Which meal are you more likely to have a pie?	
Breakfast	0
Morning tea	0
Lunch	11
Dinner	0
Snack	0

Which do you prefer?	
Chicken. Leek & white sauce pie	1
Curries chicken and vegetable pie	8
Satay chicken pie	2

Which do you prefer?	
Chocolate pudding pie	7
Rocky road pie	2
Snickers pie	2

Would you consider taking a lunchbox size pie to school for lunch?	
Yes	11
No	0

Would the nutritional value of the pie affect your decision in question 2 and 3?	
Yes	10
No	1

Which would suit you better?	
Takeaway	8
Seat in	3

The survey questions need to provide more insight into the targeted market requirements

Which pie would you choose?

Most common answer Curried chicken pie (7), then Satay chicken (2) tied with chocolate pudding (2)

From the survey results it has become obvious that the favoured pie is curried chicken and vegetable pie. Majority of people would enjoy a takeaway meal rather than seat in. All the people who replied to the survey are school students and 100% agreed that they would take a pie to school and that they are most likely to eat pies at lunch than any other meal in the day, and all but one said they cared about nutritious value. I set out to find what pie was favoured and whether school kids would buy pies for lunch; from the survey I know that now I am making curried chicken pie and also I know I will serve it in a mini lunch box size.

Some analysis of the survey results and a conclusion drawn on the type of new food product to develop

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

Thai Chicken Pie available at XXXX Australia. Australia is only a black away from XXXX. Thai Chicken pie is fifteen cm radius and only \$5.95. It is cheap and they serve it in a metallic tin. From this product I can incorporate their pricing and packaging. Since this pie shop is close to XXXX if I was to introduce a Chicken Pie it would have to better value for money than this pie. I could also serve it seat down in a metallic tin, it would be much easier and convenient.

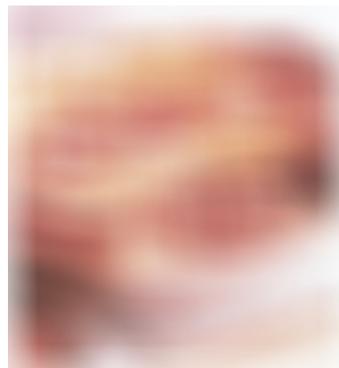


Image of Chicken pie

A description of similar products in the market place, incorporating ideas into the new food product

The Chicken and mushroom pie available at XXXX is a big brand around Australia. The chicken in the pie is appealing and different as it comes in large chunks. The pie is available in mini sizes and the website provides nutrition information. From this pie I can try to make my pie more nutritious and maybe trial my pie with large chicken chunks.

Analyte	Per 100g	Per Serve (191g)
Carbohydrates	15.2g	29.0g
Energy (kJ)	922kJ	1,761kJ
Energy (cal)	220cal	421cal
Fat	132.6g	24.1g
Saturated fat	6.9g	13.2g
Protein	9.7g	18.5g
Sugars	1.6g	3.1g
Sodium	340mg	649.4mg

Curry chicken pie available from XXXX catering. This pie is very similar to my pie and I need to make my pie better to compete. Since it is in catering, they are available anywhere while my pie is restricted to Newtown, so I have to make my pie so good that it will be talked about. From this my pie needs to be promoted heavily so completion can't compete. I also like the homey aesthetics of the pie

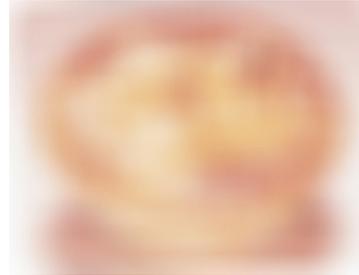


Image of Curry Chicken pie

that I can try to replicate.

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

Curried Chicken and vegetable pie is a very healthy and filling dish. Filled with chunky chicken pieces, shallots, capsicum, peas, corn and authentic curry paste. My pies will be available both as a seat down and take away. They will also be available in 6cm radius pies, small enough to fit in a lunch box for kids and also available in the normal 15cm radius pies. Following the business philosophy the seat down pies will be served in unique collectable pie tin that will be collected. My pie will be strong curry flavoured and only for those with who can handle strong flavours. The shallots add a chilli flavour and add to the strong flavours. The pie will be available with many of the salads XXXX that offers. The pastry is puff classic flavour. The aesthetics of the pie is classic and homey, the pastry is golden and the filling will be colourful thanks to the vegetables inside. The pie will appeal to school kids who needs a pie and to parents pieing that pie, it will also appeal to customers who want special new and different and who can handle strong cultural flavours.

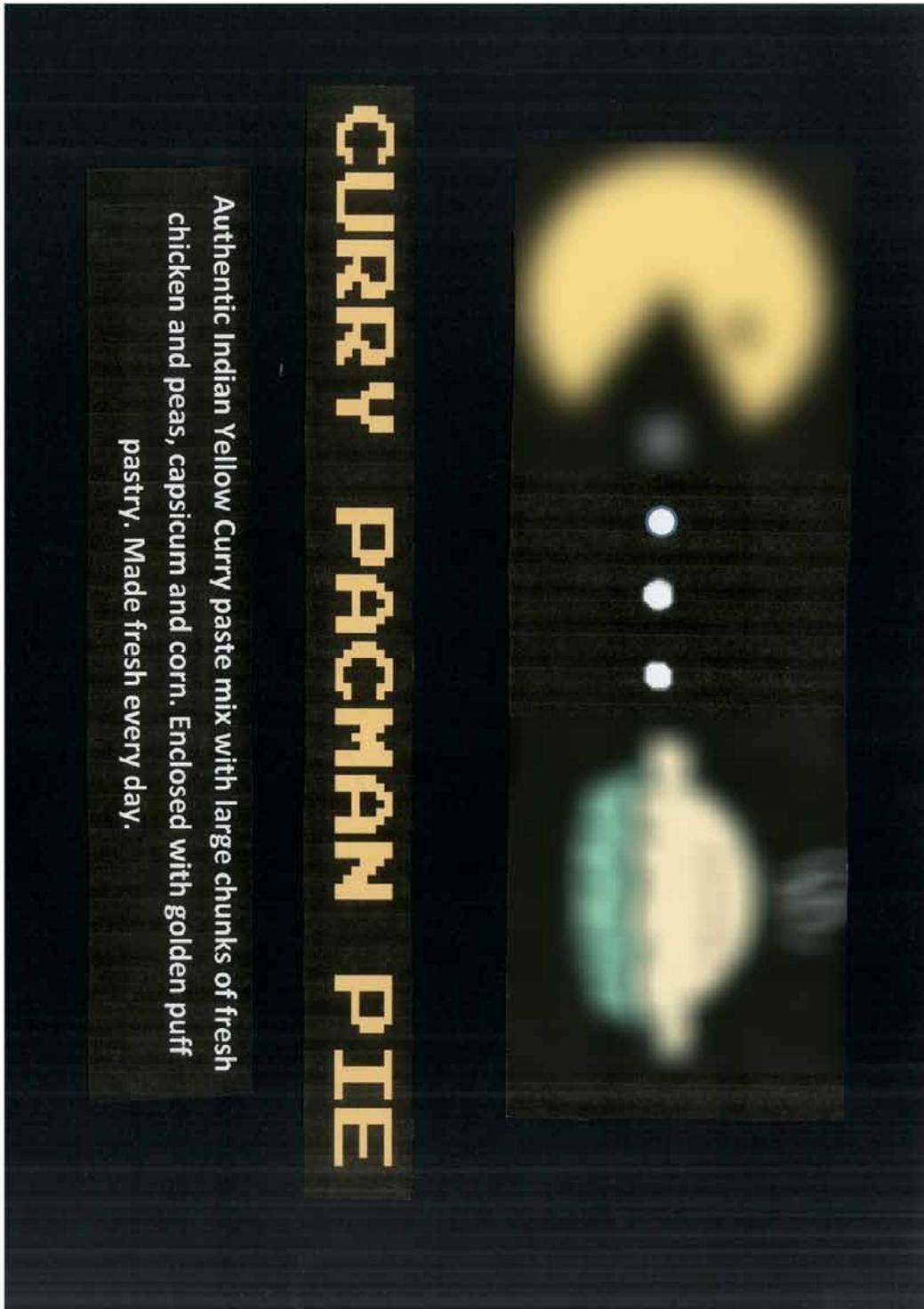
Clearly outlines characteristics of the new food product such as the sensory and aesthetic

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

Curry Pacman Pie. Well when I think of this pie, I think of a curry chicken and vegetable pie that it very filling. The colours in the feelings remind of game and the curry itself it yellow, so when I was brainstorming I thought of pacman eating a pie, and that's when I thought of curry pacman pie. I wanted to make a pie that had its own logo and nearly its own brand so that the pie got the publicity it needed to be the best product of its kind in the marketplace.

Clear, concise justification of name for the new food

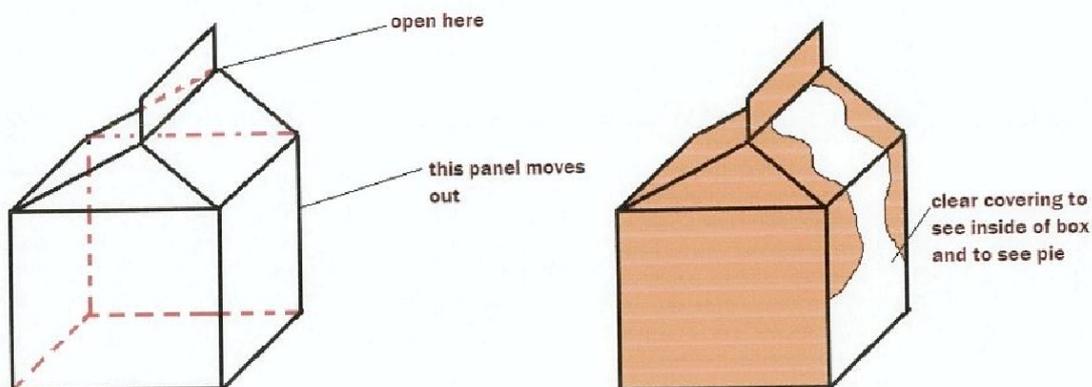
Present the name of the product in a logo form showing font and colour



Design the packaging for your new product-consider function, aesthetics, materials, cost and the environment impact of the chosen packaging. Justify your choice in material and the final packaging.

The takeaway packaging for my curried chicken and vegetable pie will be a cardboard box. Inspiration is from milk carton. Made from cardboard as it is recycle and environmentally friendly. The small boxes are easily to carry around and it can be folded down so it can store easily and in small spaces. The clear covering allows customer to see pie inside and on one side will be a logo and the other will be the nutrition label, priced, storing and expiry date and cooking date. (The last two will be stamped on each day at the top flap so it's easily visible) The third side of the box will have a find a word or spot the difference for kids to enjoy. Since it is cardboard it is cheap and can be bought in bulk. The box will be able to fit in a school bag for school lunches for the mini pies and there will be larger boxes for the larger serving pies. It may not be as aesthetically pleasing as plastic or other packaging options but this packaging is unique, functional and most of all eco-friendly. Inside the box will be a fitted hole (almost like a cup holder but large enough for a pie) so the pie is easily fitted into the box and it won't move around when carrying it. The pie will be stored in the display cabinets and when someone buys the buy the employer will place pie inside with gloves on and hand it over. The pie won't spill or break in box unless of dramatic handling and the box will only hold in the heat of the pie. The box will be served with a serviette, red and white checker serviette like the classic tea towel, this is to follow the XXXX homey feel to their pies, so in every aspect of the XXXX there will be a unique and cosy characteristic

Concise justification of packaging design and materials



Establish the approximate RRP for each serve of the competed food product

The recommended retail price is \$5.95. From XXXX the cost to purchase ingredients for one pie is \$7.46. Then plus the estimate cost of one custom cardboard box and one custom serviette is \$2.27. This is both retail prices but if I was to buy them in bulk as I assume the does then maybe two dollars of the average price. This brings the price down to approximately 7 dollars. With the pie we are hoping sit down will also buy a drink and side dish (together casting \$4.95 from the pie tin) and the take away will come back after the pie to try more. This will approximately give us a 7 cents profit on each sit down pie. But overall this pie may not bring in the biggest profit but this pie will increase market share; the purpose of the brief. The RRP is \$5.95 also to compete with local

Justifies the recommended retail price for the new food product

bakeries, this pie will be targeted to the Newtown customers, a nearby pie shop XXXX Australia sells there pie for \$5.95 to \$4.95, to compete with their prices I've made %.95 the RRP and hopefully my pie will be better quality and value for money than other shops.

Nutritional label

Curried Chicken and Vegetable pie

Total ingredient (raw) weight: 581.76 g
 Total (cooked) weight: 526.76 g
 Weight change: -9.45 %

Nutrition Information		
Servings per package:	1.00	
Serving size:	150.00 g	
	Average Quantity per Serving	Average Quantity per 100 g
Energy	972 kJ	648 kJ
Protein	13.4 g	8.9 g
Fat, total	11.2 g	7.4 g
- saturated	1.5 g	1.0 g
Carbohydrate	18.1 g	12.1 g
- sugars	2.2 g	1.5 g
Sodium	320 mg	213 mg

Ingredient name: Pastry, puff, canola oil, raw, commercial 02E40025					
Amount: 100.00 g					
Energy:	1527 kJ	Fat, total:	22.3 g	Carbohydrate:	35.2 g
Protein:	5.5 g	Fat saturated:	1.6 g	Sugars:	0.9 g
Sodium: 1 mg					
Ingredient name: Egg, chicken, whole, raw 03A10044					
Amount: 8.00 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
Sodium: 134 mg					
Ingredient name: Pea, green, fresh, stir-fried with no added fat 13A11280					
Amount: 25.00 g					
Energy:	339 kJ	Fat, total:	0.5 g	Carbohydrate:	9.2 g
Protein:	6.6 g	Fat saturated:	0.1 g	Sugars:	4.5 g
Sodium: 2 mg					
Ingredient name: Sweetcorn, canned in brine, drained, stir-fried, no added fat 13A11284					
Amount: 67.00 g					
Energy:	438 kJ	Fat, total:	1.1 g	Carbohydrate:	18.7 g
Protein:	3.3 g	Fat saturated:	0.1 g	Sugars:	3.9 g
Sodium: 291 mg					
Ingredient name: Stock, chicken, liquid, commercial 10A10342					
Amount: 200.00 ml Specific gravity: 1.02					
Energy:	31 kJ	Fat, total:	0.4 g	Carbohydrate:	0.7 g
Protein:	0.4 g	Fat saturated:	0.1 g	Sugars:	0.1 g
Sodium: 400 mg					
Ingredient name: Flour, wheat, white, plain 02A20061					
Amount: 7.00 g					
Energy:	1498 kJ	Fat, total:	1.2 g	Carbohydrate:	73.0 g
Protein:	10.8 g	Fat saturated:	0.2 g	Sugars:	0.0 g
Sodium: 2 mg					
Ingredient name: Curry powder, condiment 10E10066					
Amount: 20.00 g					
Energy:	1469 kJ	Fat, total:	13.8 g	Carbohydrate:	30.9 g
Protein:	12.7 g	Fat saturated:	0.7 g	Sugars:	10.2 g
Sodium: 52 mg					
Ingredient name: Capsicum, red, stir-fried, no added fat 13A11061					
Amount: 7.00 g					
Energy:	123 kJ	Fat, total:	0.2 g	Carbohydrate:	3.9 g
Protein:	1.7 g	Fat saturated:	0.0 g	Sugars:	3.9 g
Sodium: 2 mg					
Ingredient name: Onion, spring, stir-fried, no added fat 13A11122					
Amount: 7.00 g					
Energy:	212 kJ	Fat, total:	0.3 g	Carbohydrate:	7.4 g
Protein:	2.7 g	Fat saturated:	0.1 g	Sugars:	7.3 g
Sodium: 21 mg					

Nutrition information meets FSANZ standards. Panel is accurate and uses correct ingredients

Ingredient name: Chicken, thigh, lean, dry fried 08C102B3							
Amount: 134.00 g							
Energy:	653 kJ	Fat, total:	6.6 g	Carbohydrate:	0.0 g	Sodium:	65 mg
Protein:	24.1 g	Fat saturated:	2.0 g	Sugars:	0.0 g		
Ingredient name: Oil, blend of polyunsaturated vegetable oils 04C10072							
Amount: 3.00 ml Specific gravity: 0.92							
Energy:	3700 kJ	Fat, total:	100.0 g	Carbohydrate:	0.0 g	Sodium:	0 mg
Protein:	0.0 g	Fat saturated:	15.2 g	Sugars:	0.0 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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On the Packaging

Curry Pacman Pie		Nutrition Information	
Total ingredient (raw) weight:	581.76 g	Servings per package:	1.00
Total (cooked) weight:	526.76 g	Serving size:	150.00 g
Weight change:	-9.45 %		
Ingredients: puff pastry commercial, egg, green peas, corn kennels, chicken stock, plain flour, curry powder, red capsicum, spring onion, chicken thigh, vegetable oil			
		Average Quantity per Serving	Average Quantity per 100 g
		Energy	972 kJ 648 kJ
		Protein	13.4 g 8.9 g
		Fat, total	11.2 g 7.4 g
		- saturated	1.5 g 1.0 g
		Carbohydrate	18.1 g 12.1 g
		- sugars	2.2 g 1.5 g
		Sodium	320 mg 213 mg

Grade Commentary

Tracey has demonstrated a clear understanding of the food product development process. Product characteristics are clearly outlined with justifications provided for the choices of packaging and product name. There is a high level of skill in the design of the packages for the new product. General question types in the survey elicit some information that allows conclusions to be drawn. The nutrition panel lists correct ingredients and provides accurate information, meeting FSANZ standards. Tracey's work sample demonstrates characteristics of work typically produced by a student performing at grade B standard.