

## Target Market

The XXXX is located in Newtown, which is in Sydney's inner west according to the 2006 census, Newtown has a population of 13 550. The average age is 32. It is an area with many new families although there is a large population of elderly as well.

The XXXX caters for the people who live in Newtown and surrounding areas. They have both sweet and savoury pies. They also provide pies for a younger audience, sweet pies like oreo pies and smaller sized beef pies. There are also many other flavours for all age groups- a total of 38 pies! For example Sicilian style chili lovers sausage & white bean and passionfruit cream pie. They also have traditional pies like beef. Within the shop there is a coffee shop, which also sells cold drinks like soft drinks and water.

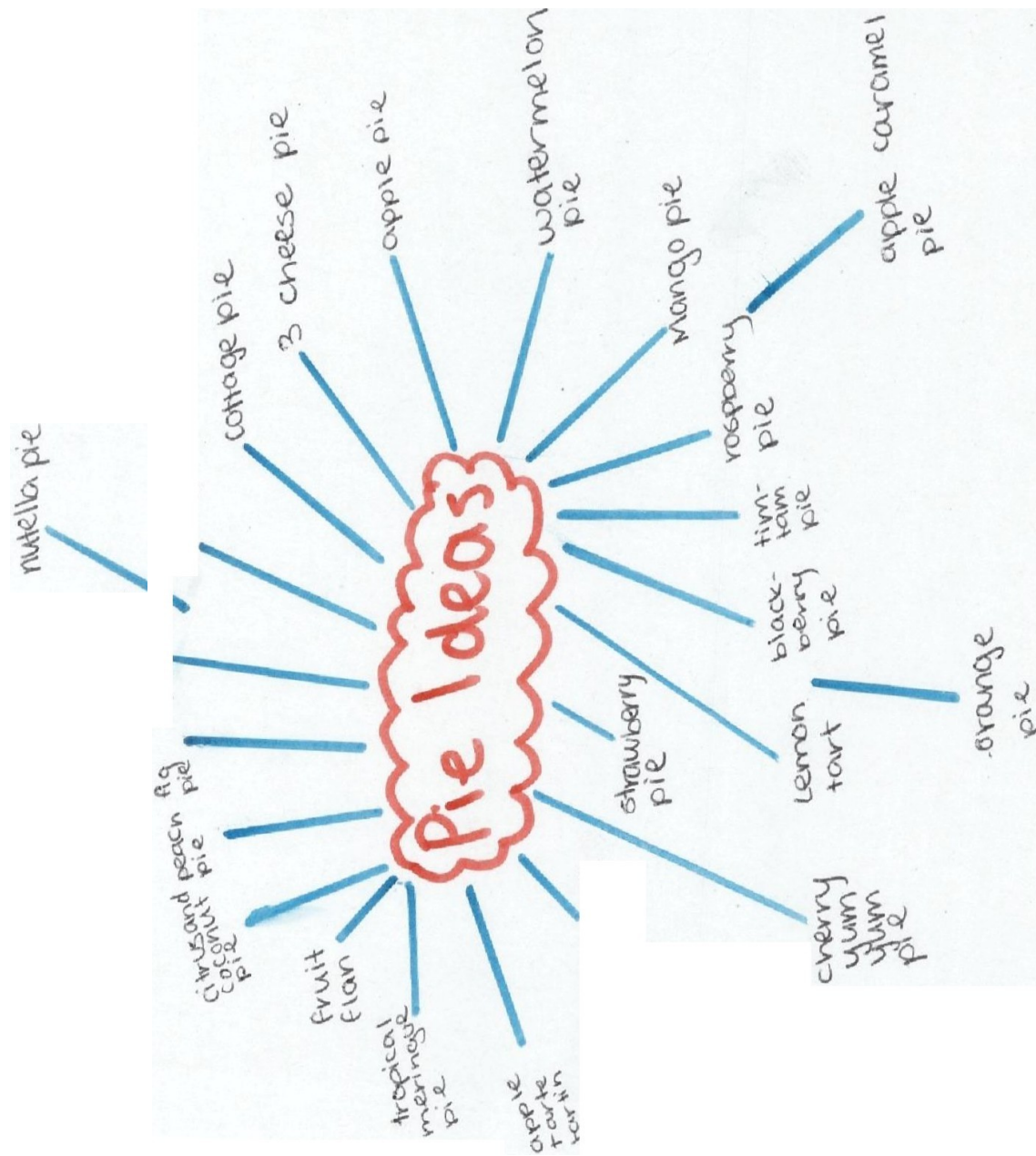
As I will be creating a line extension for The XXXX I think I should use the same target market as them, as it would allow them to sell my product. The pie, which I will design, will cater to the likes of majority of the community of Newtown.

Therefore I will interview a variety of age groups to find out what they think about pies and varieties of pie as well as their opinion on nutritional value and cost I plan to interview 15 people, mostly people around my age but also parents of families and elderly people.

The younger audience will most likely be looking for something sweet, and not necessarily healthy. Sweet pies would be popular with either fruit or chocolate fillings. The adult age range would most likely be looking for a savoury or sweet pie, which could be used as a quick and easy meal for their family. They would be looking for something nutritious. The elderly target market could be looking for either sweet or savoury but it can't be too chewy or sticky or cannot be too calorific, as elderly people do not get to exercise as much.

A description of existing product range rather than identifying a target market

Identifies a range of ideas for different target markets



Brainstorms a variety of ideas; however, not all ideas are suited to the design brief

**The Survey**

I have a Food Tech assignment in which I must create a line extension (a new type) for "The XXXX Newtown. I have to plan, make, produce packaging and market my product. The XXXX has a total of 38 pies, these include both sweet and savoury pies. For me to complete my assignment I must survey a variety of people about their taste in pies. Please put your name on the survey. Please don't just write "like pie".

Thank you for helping me with my assignment!

What age group do you belong to? Please tick:

Teenager

Living alone

20-30

Parent of a family

Over 60

Gender:

Female

Male

Do you like pies?

When do you buy a pie?

What type of pies do you like?

Do you like sweet pies?

Do you think nutritional value is important in a pie? Why/Why not?

If you could design your own pie, what would it be?

Do you ever buy desserts to serve with a meal eg dinner?

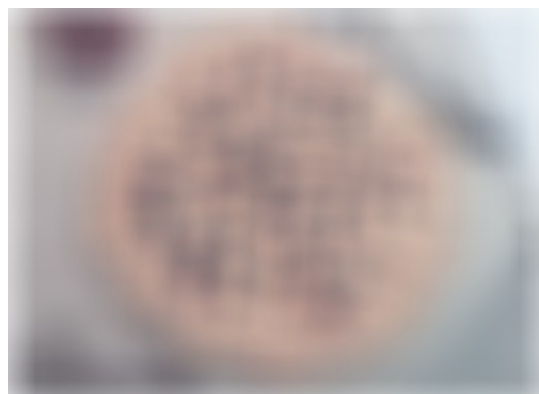
If your answer to the question above was no, would you ever consider buying a whole pie as a dessert?

Would you eat a "cherry yum yum pie"? (See photo) This pie has no nuts but does have egg and wheat.

How much would you be prepared expect to pay for this pie?

Thank You

(Image of "cherry yum yum pie")



Survey structure indicates limited understanding of the types of question required to gather useful information to analyse and then draw conclusions

## Collated Information

Question/ Name	What age group do you belong to?	Gender	Do you like pies?	When do you buy a pie?	What type of pies do you like?	Do you like sweet pies?	Do you think nutritional value is important ? Why/ Why not?	If you could design your own pie, what would it be?	Do you ever buy desserts to serve with a meal e.g. dinner?	If your answer to the question above was no, would you ever consider buying a whole pie for dessert	Would you eat a cherry yum yum pie?	How much would you be prepared/ expected to pay for this pie?
Debbie	Parent	Female	Yes	In winter when I feel like something hot for a family	Apple Pumpkin	Yes	Not especially —taste is the most important thing	I don't know, I don't think I'm clever enough to design my own	Sometimes yes	Yes	Yes	\$20—25
John	Over 60	Male	Yes	Occasiona lly	Meat (curry) or chicken	Yes	Yes for health reasons	Meat or chicken	No	Yes	Yes	\$21
Livoni	Over 60	Female	Yes	Winter	Meat pie	Yes	Not always. Because I enjoy sweet pies much better	A pie with fruit, custard and cream and short crust pastry	No	No	Yes	\$25

Luisa	Parent	Female	Yes	Only when they are excellent	Homemade—sweet ones—e.g. apple or plum savoury-chicken and mushroom	Yes	Yes. More so with savoury	Some sort of lemon meringue pies as they can be an excellent meal with good nutritional value	Sometimes pie with cream	Yes	Yes	At least \$20 at most \$30
Ray	Parent	Male	Yes	When I'm hungry, when its cold, when they are available and I need a quick snack	Plain meat pies, steak and kidney, steak and bacon, shepherds pie and apple pie	Yes—mostly only apple	Not really. It's an occasional treat rather than a significant component of my overall nutritional value	Chunky and steak and kidney	Rarely	Yes I would	Yes	\$15—\$20—\$25 but I don't do the shopping much
Hannah	Teenager	Female	Yes	When its on sale and I like the flavours offered. Also when there are no other better options	Chicken and vegetable Lemon Strawberry Mince Chicken and mushroom	Yes	Yes but taste comes first. Because our health is important and pies can be unhealthy so it is important to make them as healthy as possible	Yummy, pretty and original	Yes	Maybe—I would like to know more ingredients		\$20 - \$25

Sopie	Teenager	Female	Yes	When I feel like buying	Any pie	Yes	In some pies but some pies are just unhealthy so its not important	A pie where the pastry isn't the normal round shape. A different shaped pie	Sometimes	Maybe		About \$6 - 8 depending on how good it is
Vanessa	Teenager	Female	Yes	I don't buy pies often	Meat pies and dessert pies	Yes I prefer sweet pies	I don't nutritional value is extremely important in a pies because I don't think a pie is designed to be healthy, but it is more important that it taste good	Taste goof and be dessert pie	Yes	Yes		\$4 - 5
Madysen	Teenager	Female	Yes	Once or twice a month	Sweet and savoury (beef, chicken, curry, apple, raspberry etc)	Yes	Not when I'm hungry	White chocolate and raspberries	Not really	Depends what size, small yes, family size - no way on earth I could fit that in after dinner	Yes it is appealing even if I don't actually like cherries	\$15

Kate	Teenager	Female	Yes		All types of pie, fruit pies like apple especially	Yes	I don't know. I've never had one.	No. It's a pie	A milo and raspberry tart	No I make them	Yes	Yes	\$15 -\$24.99
Madeleine	Teenager	Female	Yes	Normally when I can't be bothered to make something for lunch or dinner. Particularly during the winter	Small beef pies and chicken and ham and vegetable pie and shepherds pie	I don't know. I've never had one.	Yes because even though a pie should be something you enjoy eating it should also be good for you	My own pie would be close to a shepherds pie or if it was something sweet I would make a pie which contained chocolate, nuts and cream	Yes	Yes	Possibly. Cherries are not one of my favourite foods but if I liked them I would definitely want to eat the pie below	For the whole pie I would pay \$25	
Tom	Teenager	Male	Yes	For lunch a few days a week	Meat pies	Yes. I don't really eat them much though	I guess always good	No idea	Occasionally	Yes	Depends on the size, maybe \$10—\$20		

Emma	Parent	Female	Yes	When I'm at soccer or on a cold day and we all want something warm and easy for lunch. At the footy!	Beef and mushroom Apple Blackberry	Yes	Absolutely! I think nutrition is important in anything you have. Pies tend to be a quick option meal in my house, so combining quick with nutrition is definitely a plus!!	Someone has already designed it!	Ye always!! In winter berry pies! In summer lemon tarts!	Yes	\$22
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## Survey Results

Majority of the people who I surveyed were teenagers. I surveyed fifteen people. Of that, nine were teenagers, four were parents and two were over sixty although also falling into the parent category. Also, most were female, eleven, and four were male.

Everybody liked pie. People bought pies when: they felt like it, for a meal, eg lunch or dessert, felt like something hot, when the pies are good and they like the flavour and mostly in winter. Nobody didn't like sweet pies, although three weren't sure as they had never tried one before but eleven do like sweet pies.

The majority of people surveyed did not think nutritional value was important as they thought of a pie as a special treat and were not eaten frequently. Most people were interested in my cherry yum yum pie, some did not like cherries so were therefore not interested in my pie. On average, most people were prepared to pay around \$20 for the pie.

Discussion of survey results, however there is no clear evidence of analysing the information and linking it to the development or enhancement of the new food product



## Analysis of Products

When deciding upon my chosen pie, I knew I wanted to do a sweet pie, but I had many ideas. After choosing my cherry yum yum pie, I thought I should use my other recipe ideas to compare with my final recipe. The recipes are: apple pie, blueberry pie and a chocolate caramel pie/tart.

### Apple Pie and Cherry Yum Yum Pie

#### Similarities:

- Basic main ingredients: water, sugar, flour, butter, sugar, egg
- Crumbled pastry: not left in fridge to set
- Dessert Pie

#### Differences:

- The Apple pie has a top whilst the cherry yum yum pie does not
- Pastry is rolled out

A comparison of different recipes and food products rather than an analysis of three similar products in the market place

### Blueberry Pie and Cherry Yum Yum Pie

#### Similarities:

- No top: open pie
- Blueberries and cherries can be canned, frozen or fresh which is easy and convenient
- Dessert pie
- Both recipes have simple and easy steps to follow

#### Differences:

- Uses shortcrust pastry
- Square pie instead of round
- Flavours separated: in the apple pie, pastry, then filling, then blueberries. In the cherry yum yum pie, all the ingredients are mixed together, with the cherries whole in the mixture

### Chocolate Caramel Tart/Pie and Cherry Yum Yum Pie

This recipe has pecans, which, if I were using this recipe would have to substitute with something else for example chocolate

#### Similarities:

- Open top pie
- Dessert pie
- Similar numbers of ingredients

#### Differences:

- Rich chocolate flavour
- Not baked, but set in fridge for three hours
- Flavoured base for the chocolate pie
- Long preparation time for chocolate pie

Each recipe is very individual and it is hard to incorporate elements from the recipes into my pie. I will be cooking with the original recipe but I could have changed the way the pie looked. For example I could have used shortcrust pastry like the blueberry pie, and separated my elements into mixture and fruit on top, or I could have put a lid on my pie.

### ***Recipes to Compare***

I have chosen the following recipes to compare with my cherry yum yum pie as I like these pies and considered doing them for my assignment. They are all quite unique from each other.

#### 1. Apple Pie

##### **Ingredients (serves 8)**

1 3/4 cups (260g) plain flour  
1/2 cup (75g) self-raising flour  
185g unsalted butter, chilled, cut into small pieces  
1/3 cup (75g) caster sugar  
2 eggs  
1 tbs milk  
Demerara or caster sugar, to sprinkle

##### **Filling**

8 large Granny Smith apples  
Juice of 1 lemon  
45g unsalted butter  
1/2 cup (110g) caster sugar  
1 tsp ground cinnamon  
1/4 tsp ground cloves

##### **Method**

Sift flours and a pinch of salt into a large mixing bowl. Add butter and rub lightly into flour with your fingertips. Lift mixture high above the bowl as you rub, to incorporate air into the pastry and make it lighter. Continue until mixture resembles fine breadcrumbs, then stir through sugar. Lightly beat 1 egg with 1 tablespoon chilled water, then drizzle over flour mixture. Start to bring the dough together by cutting the liquid into the dough with a blunt knife, then form into a smooth ball with your hands, adding a little more water if necessary. Divide dough into two pieces, one slightly larger than the other. Wrap in plastic wrap, and chill for 30 minutes.

To make the filling, peel and core the apples, and cut each into 8 pieces. Toss immediately with lemon juice in a large bowl, to prevent apples from discolouring. Place the butter and sugar in a large fry pan over medium-low heat. When butter has melted, add apples and spices, then stir to coat. Cook, stirring occasionally, for 10 minutes or until apples have softened. Set aside to cool.

Roll out the larger pastry ball on a floured workbench to a 30cm circle (about 2mm thick). Roll pastry with a round rolling pin, then unroll over a 22cm metal pie dish. Gently press into corners and allow excess to overhang. Place filling in base with a slotted spoon. Roll the small pastry piece to a 25cm circle. Beat remaining

egg with milk, brushing some on rim of the base. Top with small pastry.

Lift the pie dish and cut excess pastry from edges with a sharp knife. Crimp edges of pastry together with your fingers. Chill for 30 minutes. Preheat oven to 180°C, place pie dish on a baking tray. Brush top of pie with more beaten egg, sprinkle with demerara or caster sugar. Cut four small air vents in the centre of the pie and bake for 45 minutes or until golden brown.

Similarities	Differences
Uses fruit to enhance nutritional benefit	Chill base instead of bake base
Uses flour, butter and sugar for the base	Has a lid on top of pie
Similar ingredients: both have plain flour, sugar, butter and salt which is a basic filling and then has had fruit and other ingredients added to it	More ingredients for more flavour and depth

## 2. Pear and Raspberry Pie

### Ingredients (serves 4)

6 firm ripe pears, peeled, cored, cut into wedges  
 1tbs brown sugar  
 1tbs water  
 1x 7cm cinnamon stick  
 125g (1cup) frozen raspberries, thawed  
 4 sheets filo pastry  
 Olive oil spray  
 1tsp icing sugar mixture  
 250ml (1cup) low-fat custard, to *serve*

### Method

Preheat oven to 180°C. Combine pear, sugar, water and cinnamon in a saucepan over high heat. Bring to the boil. Reduce heat to medium-low. Cook, covered, for 10 minutes or until tender. Transfer pear to a 1.25L (5-cup) capacity ovenproof baking dish. Add the raspberries and gently toss to combine.

Place filo on a clean surface. Cover with a clean tea towel, then a damp tea towel (to prevent it drying out). Spray 1 filo sheet with oil. Top with another filo sheet and spray with oil. Continue layering with oil and remaining filo. Place filo over pear mixture. Tuck in edge. Bake in oven for 10 minutes or until golden.

Dust with icing sugar and serve with custard.

Similarities	Differences
Uses berries	2 types of fruit
Uses fruit and other basic ingredients	Use of spices eg cinnamon- Very different ingredients
<i>Not many similarities—this pie has more depth and strong flavours</i>	Uses filo pastry

\*Could look into adding raspberries for extra depth\*

### 3. Chocolate Tart

#### **Ingredients (serves 12)**

125g pecan nuts, chopped

3 eggs

1/2 cup pure maple syrup

1/2 cup brown sugar

80g butter, melted

200g good-quality dark chocolate, chopped

1/4 cup thickened cream

#### **Chocolate pastry**

1 1/4 cups plain flour

1/3 cup brown sugar

2 tablespoons cocoa powder

125g butter, chilled, chopped

1 egg, beaten

#### **Method**

Make chocolate pastry: Combine flour, sugar, cocoa powder and butter in a food processor. Process until mixture resembles fine crumbs. Add egg. Process until pastry comes together. Turn out onto a lightly floured surface. Knead gently until smooth. Press out into a 15cm disc. Wrap in greaseproof paper. Refrigerate for 30 minutes or until firm enough to roll out

Roll out pastry between 2 lightly-floured sheets baking paper until 0.5cm-thick.

Line a 2.5cm deep, 22cm (base) loose-based tart pan. Trim pastry, leaving an 0.5cm excess. Prick pastry base 8 times with a fork. Refrigerate for 30 minutes.

Preheat oven and a large flat baking tray to 180°C. Line pastry case with baking paper. Half-fill with uncooked rice or ceramic pie weights. Place on hot tray.

Bake for 15 minutes or until firm to touch. Remove paper and beans. Bake for a further 5 minutes or until light golden. Remove from oven.

Spread pecan nuts over hot pastry base. Whisk eggs, maple syrup, sugar and butter together. Pour over pecan nuts. Bake for 25 to 30 minutes or until just set in the centre. Set aside to cool completely.

Combine chocolate and cream in a heatproof, microwave-safe bowl. Microwave, uncovered, on MEDIUM-HIGH (70%) for 1 to 2 minutes, stirring every minute with a metal spoon, until almost melted. Stir until smooth. Spread chocolate over pie. Set aside for 3 hours to set. Serve.

Similarities	Differences
Crumbly Pastry	Long time to set
Simple Ingredients Rich flavours with end product—the chocolate and the cherry and almond essence	Flavored base- chocolate instead of plain
Cook in hot oven—160 degrees	Would not be able to use pecans

## Recipe

Cherry yum yum pie

1 cup plain flour  
2 tablespoons sugar  
½ cup softened butter

} Rub together & push into base of a 25 cms pie dish making sure it's not too thick around the edges

Bake in a 160° oven for 20 minutes  
(Better to undercook this than overcook it.)

2 eggs  
1 cup sugar  
¼ cup plain flour  
1 teaspoon almond essence  
½ teaspoon baking powder  
½ teaspoon salt

} Mix together  
Put a bit of mixture onto then arrange cherries evenly and put remaining mixture on top

6410 gram tin of pitted cherries drained

Bake for about 1 hour at 160°

### Name of Pie

Naming my pie was easy. As it is a family recipe it already came with its name: cherry yum yum pie. My grandmother got this recipe from her mother. My grandma used to make it for my mum and aunt when they were little, before then it was known as the cherry pie, but as my mum was little, she used to call it the yum yum pie. And so the cherry yum yum pie stuck. And I thought that as I was using the family recipe I should keep the name, it is a catchy name.

Outlines reason for the name of the food product

### Characteristics of Pie

The base of my pie is a light crumbly pastry and the filling is light with a strong flavour of almond essence. It does not look like a traditional pie in that it has no top. The cherries are visible as they sit between layers of mixture and are kept whole. The pie is not incredibly unhealthy and decadent but does have 1/2 cup of butter and just over a cup of sugar.

### Logo



Modification of an existing logo rather than designing an original logo

## Packaging

I have decided to continue with the XXXX Packaging, of a white cake box although I have decided to print their logo and the name of the pie on the front. I have chosen this packaging, as it is simple and can be purchased in bulk and recycled.

A limited justification of package design



Modification of an existing package design



## Nutritional Label

Cherry Yum Yum Pie		Nutrition Information			
Total ingredient (raw) weight:	878.00 g	Servings per package:	12.00		
Total (cooked) weight:	878.00 g	Serving size:	75.00 g		
Weight change:	0.00 %		Average Quantity per Serving	Average Quantity per 100 g	
		Energy	546 kJ	727 kJ	
		Protein	3.1 g	4.1 g	
		Fat, total	5.6 g	7.4 g	
		- saturated	3.3 g	4.4 g	
		Carbohydrate	16.5 g	21.9 g	
		- sugars	6.4 g	8.6 g	
		Sodium	2570 mg	3420 mg	
<b>Ingredient name:</b> Flour, wheat, white, plain 02A20061					
Amount: 160.00 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
<b>Ingredient name:</b> Sugar, white, granulated or lump 12A10050					
Amount: 10.00 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> Butter, no added salt 04A10062					
Amount: 64.00 g					
Energy:	3036 kJ	Fat, total:	81.5 g	Carbohydrate:	0.0 g
Protein:	1.1 g	Fat saturated:	53.8 g	Sugars:	0.0 g
<b>Ingredient name:</b> Egg, chicken, whole, raw 03A10044					
Amount: 114.00 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> Baking powder 14B10098					
Amount: 60.00 g					
Energy:	34 kJ	Fat, total:	0.4 g	Carbohydrate:	0.0 g
Protein:	0.1 g	Fat saturated:	0.0 g	Sugars:	0.0 g
<b>Ingredient name:</b> Salt, cooking 10F60062					
Amount: 60.00 g					
Energy:	0 kJ	Fat, total:	0.0 g	Carbohydrate:	0.0 g
Protein:	0.0 g	Fat saturated:	0.0 g	Sugars:	0.0 g
<b>Ingredient name:</b> Cherry, canned in light syrup, undrained 08C10056					
Amount: 410.00 g					
Energy:	289 kJ	Fat, total:	0.1 g	Carbohydrate:	16.0 g
Protein:	0.8 g	Fat saturated:	0.0 g	Sugars:	15.8 g
NOTE: All nutrient values shown above for these ingredients are per 100g EP					
Working values may differ from final NIP due to rounding.					
Printed: 17:45 Sunday, 17 June 2012					

An attempt to design a nutritional label that meets FSANZ standards

## Grade Commentary

Eden has demonstrated a basic knowledge and understanding of developing or enhancing a food product. The survey questions are limited and a logical conclusion is drawn, although the analysis is very brief. The packaging component of the task is not adequately addressed, as there is no design. The responses are very general and a more in-depth analysis and justification of the development of the food product are required in order to move up to the next grade. Eden's work sample demonstrates characteristics of work typically produced by a student performing at grade D standard.