



# A Matter of Convenience

Estelle Johnson Kate Morris

**Aim:** To develop and produce a range of biscuits to prototype stage targeted at teenagers aged 13—18 years. The product must have potential for production on manufacturing line three at Griffins Foods Limited.

**Consumer and Market Research:** Shows teenagers prefer a large (7-8cm), individually served biscuit. Market research indicates a gap exists for an exciting biscuit range aimed at teenagers. The range needs to reflect the moods associated with this consumer group.

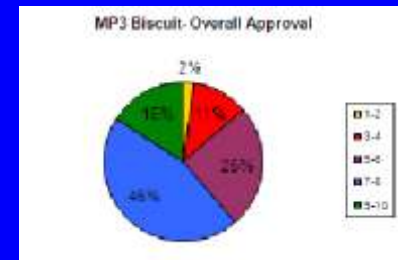
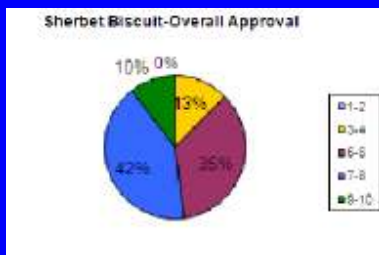


**Technical Research:** Optimisation of biscuit attributes was achieved through testing and trialling different product formulations and processes. Strict quality control procedures were implemented to ensure optimisation was achieved.



**Table 1:** Shows water activity and moisture levels of components. Results indicate a predicted shelf life of six months.

Sample	Test	Method	Result	Griffins Standard
Biscuit Base	Water activity	Aqua Lab	0.386aW at 22.6°C	0.3aW
	Moisture meter	Mettler Toledo	4.52%	4.1-4.9%
Toffee	Water activity	Aqua Lab	0.761aW at 22.3°C	<0.600aW
Crème	Water Activity	Aqua Lab	0.715 aW at 22.2°C	<0.600aW



**Project Summary:** Sensory evaluation testing confirmed that teenagers liked the product and would definitely consider buying the product. Consumer biscuit habits are hard to change so this is a success. The prototype product range, VibeZ, is a commercially and technically viable option for Griffins Foods Limited.



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