

**Identify the characteristics of your target market**

I really want to create a pie that satisfies the needs of 18+ male and female work people. These people are always on the go and getting up early and sometimes find it hard to have time to fit in breakfast. These people will need something filling to start their day and keep them full till lunch time. It is very convenient that we are asked to design a pie as they are easing to eat whilst you are walking. My target market doesn't have time to wait in line at shops in the morning and so the pies will be made early that morning allowing a quick payment method to send these people on their way. This pie will definitely boost company profitability as many people will pass through the store in the morning.

Clearly identifies and discusses the target market

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

- Vegetarian pie- more and more people are becoming vegetarians these days as they are exposed to the harsh meat trade business, there are 2 vegetarian pies already on the menu but a simple vegetarian pie would really benefit the store and customers.
- Low in sugar pie (for diabetics) I have a friend who is diabetic and sometimes she needs to watch out when eating high in sugar foods, many pies on the menu are very high in chicken e.g. snickers pie, oreo cookie pie, peanut butter and choc tart etc. and I think that the XXXX would really benefit if they started making pies that were low in sugar.
- Organic pie- with the new generation of children being born a lot of their parents are starting to only feed them organic food, many families come to the XXXX would boast increasingly but if there is an organic pie then the sales of the store
- High in calcium pie the older generation are slowly becoming weaker and weaker and I thought it would be a good idea to put a pie in place that is high in calcium, the pie will strengthen their bones and leave them feeling healthier.
- Dairy free pie - I have a friend who is allergic to dairy and is constantly having to say 'no' to certain foods as she may have an allergic reaction, there are lots of lactose intolerant people too and I believe that if there is a dairy free pie then the pie tin would begin to see a lot more customers.
- Kasher pie- there are many different cultures and religions in Sydney and I thought it would be a good idea to create a kasher pie for the Jewish community that lives in Newtown.
- Low salt pie- my dad always has to watch out for the salt content in foods and so I thought a low salt pie would be a good invention for the XXXX because men aged 40+ still love food but sometimes have to watch what they are putting into their body. A low salt pie would really do well if it were sold at the XXXX.
- Weight watchers pie Australia is up there for being one of the most obese countries in the world and with many going on diets I feel as though a weight watchers pie would become very popular at the XXXX. Lots of people want to live a healthy and balanced life style but still eat nice food. The weight watchers pie would give these people the perfect balance.

Brainstorms a range of products and links to health concerns, consumer demands and cultural reasons

## Collate the information gathered from your survey and draw conclusions

1. How often do you eat pies?	2. Do you find pies filling?	3. What spices do you like to see in pies?	4. Would you eat a pie for breakfast?	5. Do you find pies to be good 'on the go food'? Why? Why not?	6. Do you eat pies on a special occasion?	7. What nutritive value do you look for in a pie?	8. How much would you expect to pay for a pie?	9. Does the health value in pies stop you from eating them?	10. Roughly how big do you like a pie to be for you to be filled up?
Once a year	Yes	Herbs: Parsley, thyme, Spices: Cumin	No	Yes, and they are convenient	Occasionally	I don't think there is any	\$4—\$6	Yes	Regular size
Regularly	Yes	None	Yes	Yes, easy to eat, however if too hot they are difficult to eat	Yes	Protein Carbs	\$3	No	Medium sized
Once a week	Yes	None really, I like them plain	Yes sometimes	Yes they are easily accessible	No	Protein	\$3—\$5	No	I like one and a half
Once a month	Yes, very	None	Yes	Yes, they are easy eat and easy to	No	Protein	\$4—\$5	Nope	Just regular
Once a week	Yes	None	Yes	Yes, small	No	None	\$3	No	Medium—small
Once a month	Yes	None	Yes	Yes—but not when they are too hot	No	None, maybe sometimes	\$4—\$6	Yes	Medium—standard size
Once every two months maybe	Yes very	Cumin	Yes	Yes—good size	No not really	Low fat—protein	\$4	Yes	Standard size
Once a week	Yes	Paprika	Yes	Yes, easy to handle and	No	There is none	\$5	Yes	One would be more
Once or twice a week	Yes	All kinds	Yes	Yes—they are easy to eat on the run	No—not really	I don't consider nutrition	\$4	It should but it doesn't	One is fine

Survey includes a range of questions, however the types of question need to be more diverse, for example rate choice, open/closed

The results from the survey are displayed above and they clearly show that not many people eat pies on a day-to-day basis. 100% of results show that people find pies filling. Not many people like spices in their pies but Cumin is a main contender. 100%

<http://www.virgin-atlantic.com/gb/en/travel-information/your-health/dietary-requirements.html>

of survey results said yes to eating a pie for breakfast and everyone answered yes to pies being good 'on the go' food. Hardly anyone eats pies on a special occasion and quite a few people look for protein as a nutrient when purchasing a pie. The average price people would expect to pay for a pie is around \$4. Almost 50/50 said that the health value in pies stops them from eating them whilst the other 50 didn't seem to mind. And 100% of people like to eat a pie of regular proportions.

Sound discussion of survey information; however, no clear conclusion drawn

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

Pie Face Bakery Café - <http://pieface.com.au/>

they serve coffee with their pies all through the day but especially in the morning. They do not have a breakfast pie though.

Harry's Café De Wheels - <http://www.harryscafedewheels.com.au/Home.aspx?element=l&category=,1>

they serve multiple filling pies most of which are savoury no coffee, but they do have a bacon and cheese pie which is quite similar to the breakfast pie,

Black Star Pastry - <http://www.blackstarpastry.com.au/>

this place is known for their pies but that's not all they serve. They have a lamb shank, red wine and vegetable pie that is very filling and can be eaten at lunch and dinner.

An outline of the different companies rather than similar products

### **Statement clearly outlining the characteristics of the food product you will be making**

I want to create a Breakfast Pie. It fits my target market perfectly and I think from my results from the survey that a breakfast pie is much needed at the XXXX in Newtown. The Breakfast Pie will essentially be an egg and bacon pie with a light crispy pastry and an exposed top. It will be easy to eat whilst on the go as many people have to go to work and they can not sit around and wait the pies will be able to stay warm and fresh four hours without losing any taste or nutritional value. In the surveys many people said they were fond of a pie with protein in it and so the Breakfast Pie is the perfect protein lift your body needs to start the day as the pie has egg and bacon in it which are two very high in protein foods. The Breakfast pie will be served from 8am till 11am, as this is a big rush hour time for work people to pass through the area. The Breakfast Pie is going to be very filling and keep people going right up until their lunch break, as many people aren't allowed to eat before then in their work place.

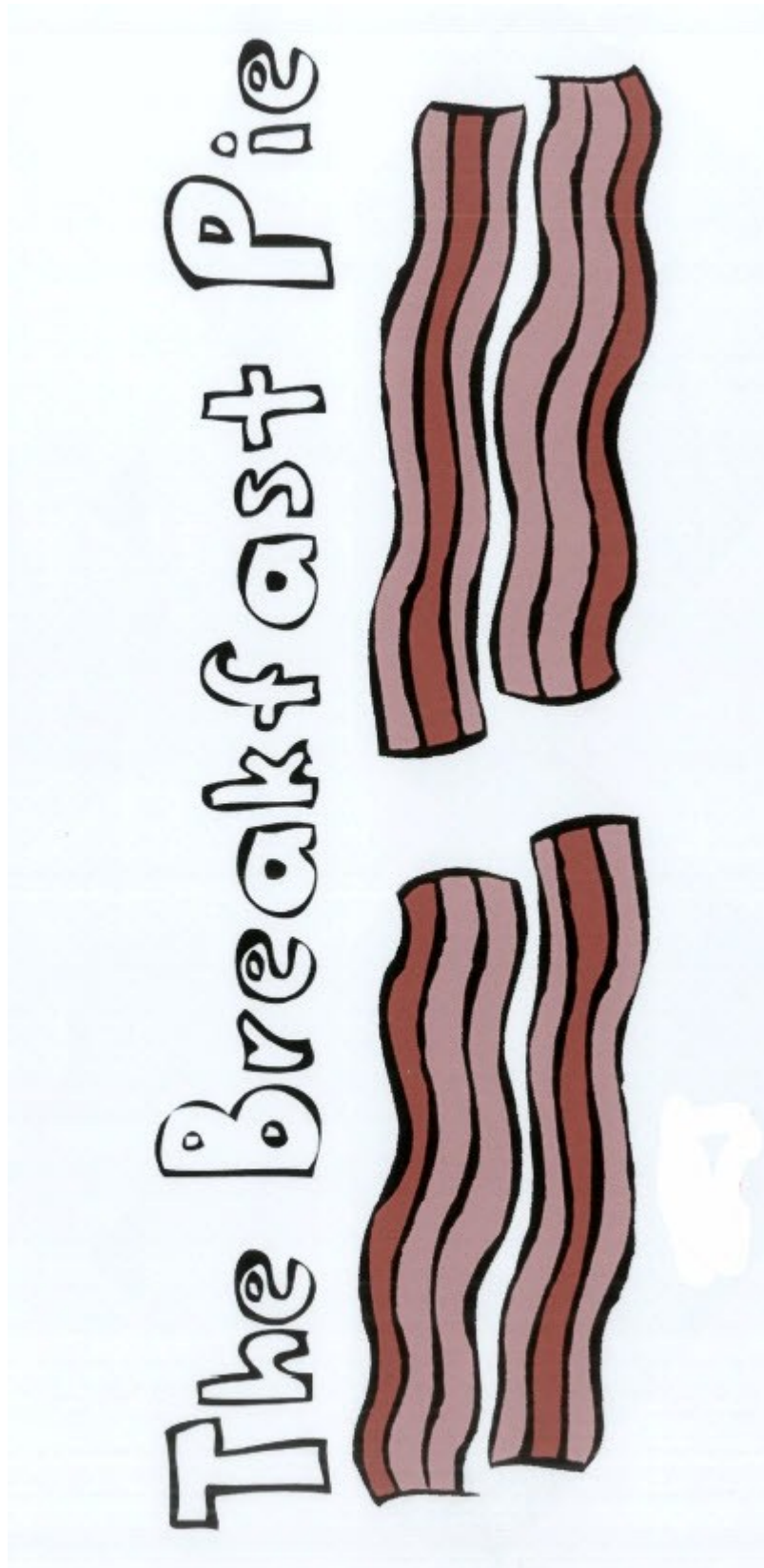
Clearly outlines characteristics of the new food product and relates this to the survey and target market

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

My pie is going to be called: The Breakfast Pie I chose this name as it is very true to its purpose and meaning and can be abbreviated to 'The Brekky Pie' if you are in a rush which most people will be as that is the time that the pie will be sold.

A limited justification of new product name

Present the name of the product in a logo form



**Design the packaging for your new product. Justify your choice in material and the final packaging.**

The Breakfast Pie was invented so that people who are on their way to work in the morning get a chance to eat, as many of these people don't. These people are probably going to be walking through crowds and getting on and off public transport so they need something that can easily manage in one hand. The Breakfast Pie is firstly going to come in an aluminum pie tin, which if it is disposed of properly won't do any damage to the environment. The pie will then be placed into a brown paper bag. Which is very environmentally friendly - especially if recycled.

The Breakfast Pie doesn't require any sauces or extra condiments so there will be no fiddling around when the person wants to eat the pie. Altogether the cost of the packaging is minimal in inexpensive. The paper bag that the pie comes in is simple and classic with no extra prints, which also minimizes costs dramatically. In the brown paper bag will also come two paper napkins, which are of use to the person eating the pie after they are done. Once the pie is ready to eat from the bag the person eating it will only really need one hand making their trip to work a lot less stressful. The aluminum pie tin will also keep in the warmth of the pie as soon as it leaves the shop- making the persons eating experience so much more enjoyable.

An outline of the package design addressing aesthetics, materials, environmental impact and some justification of the design.

**Establish the approximate RRP for each serve of the completed food product.**

Each pie is worth around \$4, the aluminum tin is going to be around 50c and the paper bag and napkin are going to be about 25c each-making the total cost of the pie \$5

## Nutritional label for your packaging

## The Breakfast Pie

Total ingredient (raw) weight: 310.60 g  
 Total (cooked) weight: 310.60 g  
 Weight change: 0.00 %

Nutrition Information		
Servings per package:	1.00	
Serving size:	54.00 g	
	Average Quantity per Serving	Average Quantity per 100 g
Energy	433 kJ	802 kJ
Protein	5.1 g	9.5 g
Fat, total	6.2 g	11.6 g
- saturated	3.0 g	5.6 g
Carbohydrate	6.3 g	11.7 g
- sugars	0.6 g	1.2 g
Sodium	125 mg	234 mg

Ingredient name: Bacon, breakfast rasher, raw  
 08E30165

Amount: 25.00 g

Energy: 404 kJ    Fat, total: 3.4 g    Carbohydrate: 1.4 g    Sodium: 1400 mg  
 Protein: 14.6 g    Fat saturated: 1.2 g    Sugars: 0.7 g

Ingredient name: Pastry, puff, with butter, raw  
 02E40064

Amount: 100.00 g

Energy: 1384 kJ    Fat, total: 19.0 g    Carbohydrate: 32.9 g    Sodium: 160 mg  
 Protein: 5.5 g    Fat saturated: 11.9 g    Sugars: 1.0 g

Ingredient name: Egg, chicken, whole, raw  
 03A10044

Amount: 150.00 g

Energy: 553 kJ    Fat, total: 9.0 g    Carbohydrate: 0.3 g    Sodium: 134 mg  
 Protein: 12.7 g    Fat saturated: 3.1 g    Sugars: 0.3 g

Ingredient name: Milk, cow, fluid, regular fat (fat approximately 3.5%)  
 09A10163

Amount: 20.00 ml    Specific gravity: 1.03

Energy: 291 kJ    Fat, total: 3.4 g    Carbohydrate: 6.2 g    Sodium: 36 mg  
 Protein: 3.4 g    Fat saturated: 2.2 g    Sugars: 6.2 g

Ingredient name: Parsley, continental, raw  
 13A11123

Amount: 10.00 g

Energy: 102 kJ    Fat, total: 0.2 g    Carbohydrate: 0.6 g    Sodium: 58 mg  
 Protein: 2.4 g    Fat saturated: 0.0 g    Sugars: 0.6 g

Ingredient name: Nutmeg, ground  
 10E10070

Amount: 5.00 g

Energy: 2134 kJ    Fat, total: 37.6 g    Carbohydrate: 27.5 g    Sodium: 42 mg  
 Protein: 6.4 g    Fat saturated: 1.9 g    Sugars: 14.9 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 at designing a nutritional label that meets the FSANZ standards. Contains some inaccurate information



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**Grade Commentary**

Ariel has demonstrated a sound understanding of the food product development process, including a discussion of the range of features that influence the development of a new product. Some links to the target market are included, but greater analysis of the collected data, especially with reference to the lifestyle choices, is needed. For example, more open questions would have improved the quality of the survey data. Although all criteria have been addressed, the nutritional labelling is not always accurate for the product or sufficient to meet the FSANZ standard and the simple logo is not a complete package design. Ariel's work sample demonstrates characteristics of work typically produced by a student performing at grade C standard.