

## Häagen-Dazs Culinary Workshop In partnership with General Mills

25 March 2022

Team 2

Abhiroop Dasgupta Mélissa Geissler Guanting Lai

Romane Poulet

Haowen Shang









- MCLI x Haagen Dazs / General Mills
- Develop 5 Prototypes
- Reinventing stickbar concept
- Focus on Asian Flavours
- Aimed at "Life Juicers"

# 

# Methodology

### 18/01 - 22/03 Culinary development steps

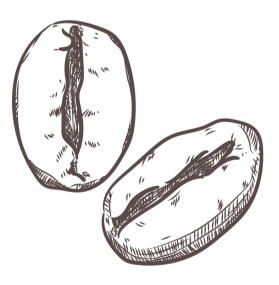




# ots Final concepts

### **Theme** Beverage Inspired Ice-Cream

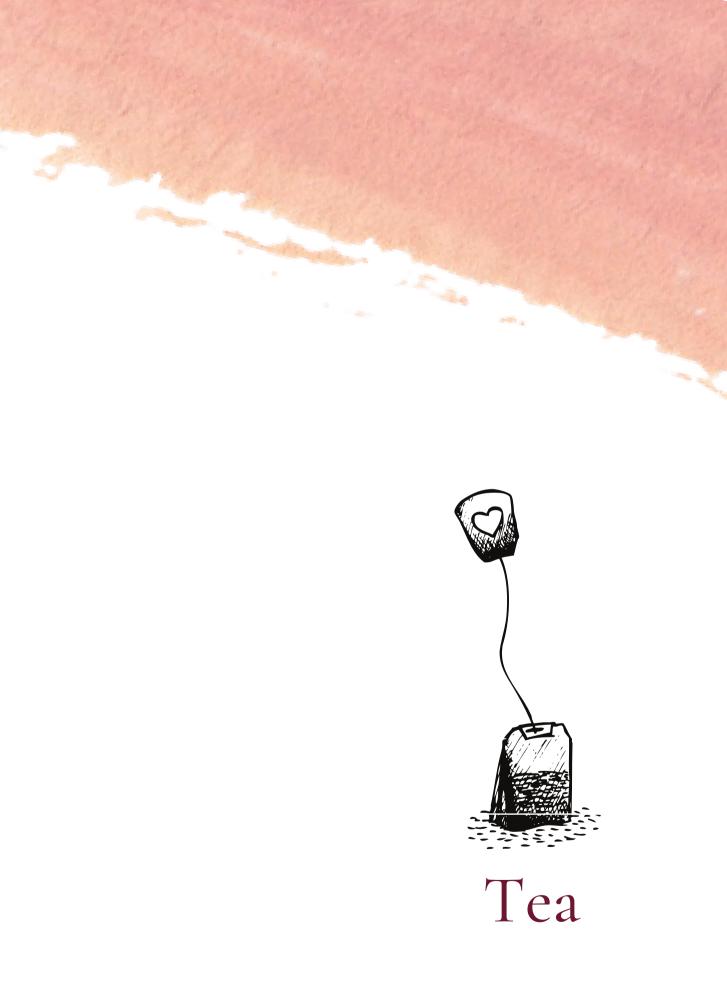
### Answering to the question...? How to replicate beverage experience in a stickbar?



Coffee







### Concept 1 Masala & Black Sesame



### Concept 4 Chai & Blueberry





Concept 2 Chai & Plums





### Concept 3 Green Tea & Mochi



### Concept 5 Coffee, Brownies &

### Concept I:

### Masala Chai & Black Sesame



# Recipe card

#### **GROUP 2**

Project - HAAGEN DAZS

#### Masala Chai & Roasted sesame ice cream

#### e for 1, 10 & 100 portions/ Portion of 113 g

Ingredients	Unit	Price per unit	1 portion	Price per portion	10 partions	Price 10 portions	100 portions	Price 100 portions	Mise en pla	ce
Masala Chai cream									Ice cream preparation	
Black Tea	Kg	1,72 €	0,002	0,00 €	0,020	0,051	0,20€	0,35 €	In a small pot, simmer heavy cre	am and milk and
Liquid Cream	Kg	0,82 €	0,031	0,03 €	0,315	0,26 €	3,15€	2,58 €	add black tea with cinnamon por	
Whole Milk	Kg	0,63 €	0,017	0,01 €	0,167	0,11 €	1,67€	1,05 €	cardamom, doves and ginger po with a film and let it infuse for at	owder. Cover
Caster Sugar	Kg	1,25 €	0,009	0,01 €	0,087	0,11 €	0,87€	1,09 €	Pass the mik and creammixture	
Egg Yolks	Kg	4,93 €	0,005	0,02 €	0,047	0,23 €	0,47€	2,31 €	strainer and place it overfire to s	ämmer.
Cinnamon Powder	Kg	11,76 €	0,000	0,00 €	0,003	0,04 €	0,03€	0,39 €	In a separate bowl, whisk yolks y	with sugar.
Green Cardamoms	Kg	71,00 €	0,000	0,02 €	0,003	0,24 €	0,03€	2,38 €	Whisking constantly, slowly whis	
Ginger powder	Kg	23,33 €	0,000	0,00 €	0,001	0,03 €	0,01€	0,31 €	of the hot cream into the yolks, the yolk mixture back into the pot with the pot with the pot	
Cloves	Kg	115,00 €	0,000	0,04 €	0,003	0,39 €	0,03€	3,85 €	Return pot to medium-lowheat a	
									until mixture is thick enough to c	
Roasted Sesame purée filling									spoon.	inter a barret
Black sesame	Kg	17,60 €	0,006	0,10 €	0,056	0,99€	0,56€	9,86 €	Strain through a fine-mesh sieve Cool mixture to room temperatu	
Glutinous rice flour	Kg	3,35 €	0,006	0,02 €	0,056	0,19 €	0,56€	1,88 €	chill at least 4 hours or overnight	t. Chum in an ice
Caster sugar	Kg	1,25 €	0,001	0,00 €	0,006	0,01€	0,06€	0,07 €	cream machine accordingly	
Whole milk	Kg	0,63 €	0,008	0,01 €	0,084	0,05 €	0,84€	0,53 €	Roast the sesame seeds and ric	
									oven for 20 mins at 150 degrees together in a food processor with	
Chocolate coating									to make a thick sesame paste.	n mik and sugar
Ivory chocolate	Kg	11,44 €	0,012	0,14 €	0,123	1,40 €	1,23€	14,01 €	to make a creck sesanne paste.	
Ruby Chocolate	Kg	14,11 €	0,004	0,05 €	0,035	0,49 €	0,35€	4,94 €	Assembly	
Cocoa butter	Kg	14,77 €	0,006	0,09 €	0,061	0,90 €	0,61€	9,05 €	Pipe the churned masala chai cr	
Grapeseed Oil	Kg	2,87 €	0,003	0,01 €	0,026	0,08 €	0,26€	0,75 €	mould. Coolit for a few minutes Pipe the roast sesame paste in t	
Toasted black sesame seeds	Kg	17,60 €	0,004	0,06 €	0,035	0,62 €	0,35€	6,16 €	Top it up with remaining masala	
									Coating Melt the ivory chocolate and the	ences hullerin a
									bain marie.	cocoa butern a
									Then, remove from the heat and	addthe
									grapeseed oil. Let it cooldown u	
	_								Melt the ruby chocolate and the	cocca butter in a
	-								bain marie. Then, remove from the heat and	addthe
	-								grapeseed oil. Let it cooldown u	
	-								Place the ruby chocolate in a pip	ing bag.
	-								In a tall bowl, add the ivory choo	
	-								pipe lines on it with the ruby cho the sesame seed and dip the fro	
	-								inside the chocolate preparation	
										and party and the
		- ·						Food cost for		0,62€
		Recipe	cost					Safety margin		0,01 €
								Total with man	rgin pre-tax	0,63 €

#### n place



- Black tea and spices infused english cream
- Roasted black sesame paste
- Ivory & Ruby coating with roasted black sesame

Food cost: **0,63€** 

# Why it fits to HD consumer target?

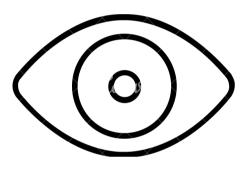
# Balance of sweet and spicy

Sesame and Black tea relatable to consumers as Asian product

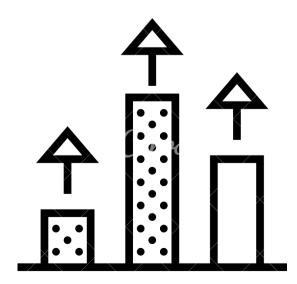




Appealing visuals



### New and improved texture



# Inspiration & Evolution

### Inspiration



### First idea



- Beverage infused with spices
- Use of Asian Products

- Black tea and 5 spices infusion with milk
- Roasted sesame + Ivory coating





### Final product



### - 5 spices and black tea creme anglaise

#### - Roasted sesame paste

- Roasted sesame + Ivory + Ruby

coating

### Questions to consumers

### Visual



### Texture







# Balance



# Concept 2: Chai & Plums



# Recipe card

#### GROUP 2

Pro	iect - I	HAAG	EN D	AZS

#### **Chai Plums ice cream**

Ingredients	Unit	Price per unit	1 portion	Price per portion	10 portions	Price 10 portions	100 portions	Price 100 portions	
ce cream base									
Classic Milk Base	Kg	1,50 €	0,065	0,10 €	0,650	0,98 €	6,500	9,75€	Ice cream prep Prepare the cha
Chai Tea Powder									blender. Put the classic r
Chai Tea	Kg	43,20 €	0,000	0,01 €	0,003	0,11 €	0,026	1,12€	spices and mix
									medium speed.
lums									in the blast chill
lums	Kg	3,14 €	0,016	0,05 €	0,156	0,49 €	1,557	4,89 €	Cut the plums in melt the butter a
Caster Sugar	Kg	1,25 €	0,003	0,00 €	0,030	0,04 €	0,296	0,37 €	minutes. Then,
Insalted Butter	Kg	7,70 €	0,001	0,01 €	0,015	0,11 €	0,148	1,14€	plums carameliz
Coating									Assembly
filk chocolate Jivara	Kg	10,67 €	0,014	0,15 €	0,140	1,49 €	1,400	14,94 €	Put 35 g of ice of
Cacao butter	Kg	14,77 €	0,007	0,10 €	0,070	1,03 €	0,700	10,34 €	put 20g of caran
Grapeseed oil	Kg	2,87 €	0,003	0,01 €	0,028	0,08 €	0,280	0,80 €	minutes in the b
iavottes	Kg	20,80 €	0,004	0,09 €	0,042	0,87 €	0,420	8,74 €	Recover the mo
									spread it careful
		-							Place the ice cr
		-							Coating
		-							Melt the chocole
									marie.
									Then, remove fr
									grapeseed oil. A
									a silicone spatul Dip the frozen id
									preparation and
									1
		-							1
		-							1
		-							1
		-							1
		-							1
		-							1
									1
									1
									1
		_						Food cost for '	
		Recipe	cost					Safety margin (	
								Total with mar	gin pre-tax

#### se en place

#### ōñ

mixing all the spices in a

a mixing bowl, add the chai seconds with a paddle on e it in a piping bag and put it

mall pieces. In a saucepan add the plums. Let it cook 2 the sugar. Let it cook until the d the sauce thickens.

m in the ice cream mold, then ed plums. Place it for a few chiller. ith 30 g of ice cream and

in the blast chiller and freeze

nd the cocoa butter in a bain

he heat and add the crushed gavottes and fold with t it cool down until 35-40°C. am inside the chocolate ce them in the freezer.

> 0,52€ 0,01€ 0.53€



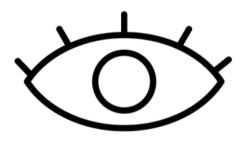


- Base milk with chai spices
- Caramelised plums
- Jivara chocolate & gavotte coating

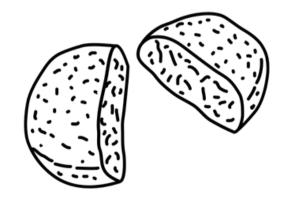
### Food cost = **0,53€**

# Why it fits to HD consumer target?

Appealing visual



Different texture

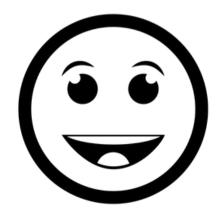




Fruity taste



#### New association



## Inspiration & Evolution

### Inspiration



### First idea



- Beverage infused with spices

- 5 spices - Caramelized plums - Coffee coulis - Milk chocolate + gavotte





### Final product



### - Chai spices - Caramelized plums - Milk chocolate + gavotte

### Questions to consumers



### Overall taste and visual









### Balance



#### Sweetness

# Concept 3: Matcha, Azuki & Mochi



# Recipe card

#### **GROUP 2**

Project - HAAGEN DAZS

Ινιατο	na, Az	икі а		ocni i	ce cre	eam						
Recipe for 1, 10 & 100 portions / Portion o	f 108 g											
Ingredients	Unit	Price per unit	1 portion	Price per portion	10 portions	Price 10 portions	100 portions	Price 100 portions	Mise en pla	ice		
Matcha Azuki ice cream												
Matcha powder	Kg	373,00€	0,001	0,37 €	0,010	3,73 €		37,30€	Ice cream preparation			
Matcha ice cream	Kg	4,00€	0,050	0,20 €	0,500	2,00 €	5,000	20,00€	Put the matcha ice cream in a b	lend er and be at		
Sweet azuki	Kg	3,75€	0,040	0,15€	0,400	1,50 €	4,000	15,00€	until soft. Stir in the Azuki, pour into the m	ald and astitut		
									the freezer.	ioid, and secir in		
Mochi coating												
Glutinous rice flour	Kg	5,60€	0,000	0,00€	0,002	0,01 €	0,020	0,11€	Assembly			
Sugar	Kg	1,25€	0,001	0,00€	0,010	0,01 €	0,100	0,13€	Prepare glutinous rice flour, add sugar, com			
Corn starch	Kg	18,20€	0,001	0,02 €	0,010	0,18 €	0,100	1,82€	flour, matcha powder, milk, stir v minutes. Take it out and let it co			
Matcha powder	Kg	373,00 €	0,001	0,19 €	0,005	1,87 €	0,050	18,65€	thin crust and wrap it with the fit			
Milk	Kg	0,63€	0,014	0,01 €	0,140	0,09 €	1,400	0,88€				
									1			
								Food cost for 1	portion	0,94 €		
		Recipe	cost				I	Safety margin (2		0,01 €		
								Total with marg	ain pre-tax	0,95 €		





- Mochi coating
- Green tea ice cream
- Azuki bean

#### Food cost = **0,95€**

# Why it fits to HD consumer target?

















# Inspiration & Evolution

### Inspiration

### First idea







#### - Mochi ice-cream

Ujikintoki - Mochi

- Azuki bean

- Green tea ice-cream





### Final product



### - Mochi coating

#### - Azuki bean

- Green tea ice-cream filling

### Questions to consumers







### Waiting time

# Concept 4: Chai & Blueberry



# Recipe card

#### GROUP 2 Project - HAAGEN DAZS

#### **Chai Blueberry ice cream**

Recipe for 1, 10 & 100 portions / Portion of 112 g

Ingredients	Unit	Price per unit	1 portion	Price per portion	10 portions	Price 10 portions	100 portions	Price 100 portions
ce cream base								
Classic Milk Base	Kg	1,50 €	0,070	0,11€	0,700	1,05€	7,000	10,50 €
hi al War Manager								
Chai Tea Powder	Ma	12 02 0	0.000	0.01.0	0.000	0.40.6	0.000	1010
hai Tea	Kg	43,20 €	0,000	0,01€	0,003	0,12€	0,028	1,21€
lueberry coulis	-							
ueberry Puree	Kg	12,90 €	0,013	0,17€	0.225	1.67 €	1,293	16.68 €
aster Sugar	Kg	1,25 €	0,002	0,00€	0.030	0.02€	0,172	0.22 €
ectine NH	Kg	25,16 €	0,000	0,00€	0.004	0.04 €	0,017	0,43€
ime juice	Kg	3,60 €	0,000	0,00€	0.004	0,01€	0,017	0,06 €
over								
ory Chocolate	Kg	11,45 €	0,014	0,16€	0,140	1,60 €	1,400	16,03 €
ocoa butter	Kg	14,77 €	0,007	0,10€	0,070	1,03€	0,700	10,34 €
irapeseed oil	Kg	2,87 €	0,003	0,01€	0,028	0,08€	0,280	0,80€
lueberry Puree	Kg	12,90 €	0,003	0,04 €	0,030	0,39€	0,300	3,87 €
	-							
	-							
	-							
	-							
	_							
	-							
								Food cost for 1 p
		Recipe	cost					Safety margin (29
								Total with margin

#### Mise en place

#### ream preparation

are the chai by mixing all the spices in a der

he classic milk in a mixing bowl, add the spices and mix for 30 seconds with a paddle edium speed. Place it in a piping bag and in the blast chiller.

saucepot add the blueberry puree and heat medium heat. In a bowl, add sugar with ine NH and mix it with a whisk. Once the e is heated up, sprinkle the sugar mix on the e and whisk continuosly. When it starts to place a timer for two minutes. Continue ig and when the timer is done, add the lime and remove the pulp from the heat. Place it piping bag and prepare for the assembly of ce cream.

#### widam

IS g of ice cream in the ice cream mold, then 5g of coulis in strips. Place it for a few tes in the blast chiller. ver the mold with 35g of ice cream and ad it with an off hook spatula. the ice cream in the blast chiller and

ing the chocolate and the cocoa butter in a bain

, remove from the heat and add the eseed oil. Let it cool down until 35-40°C. the blueberry puree in a piping bag. all bowl, add the chocolate and then pipe on it with the pure e. Dip the frozen ice m inside the chocolate preparation and them in the freezer.

> 0,60€ 0.01 € 0.61€



### • Base milk with chai spices • Blueberry coulis • Ivory chocolate & blueberry glaze

### Food cost = **0,61€**

# Inspiration & Evolution

### Inspiration



### First idea





- Chai Latte

- Blackcurrant coulis - Chai tea - Ivory chocolate with spices









### - Blueberry coulis - Chai ice-cream - Ivory chocolate & blueberry swirl

# Why it fits to HD consumer target?



### Innovative taste











### Beautiful appearance

### Multicultural integration

### Questions to consumers







## Concept 5: Coffee Liquor, Brownies & Pecans





# Recipe card

#### **GROUP 2**

Project - HAAGEN DAZS Brownie, Coffee and Pecans Ice cream

Recipe for 1, 10 & 100 portions/ Portion of 110 g										
Ingredients	Unit	Price per unit	1 portion	Price per portion	10 portions	Price 10 portions	100 partians	Price 100 portions		
Baileys Ice Cream										
Classic milk ice cream	Ka	1,50 €	0,060	0,09 €	0,600	0,90€	6,000	9,00 €		
Coffee ice cream	Kg	2,00 €	0,007	0,01 €	0,067	0,13€	0,667	1,33 €		
Coffee liquor	Kg	14,53 €	0,003	0,05€	0,033	0,48€	0,333	4,84 €		
Brownie & Pecans										
Unsalted Butter	Kg	7,70 €	0,002	0,02 €	0,023	0,18€	0,232	1,79 €		
/egetal Oil	Kg	2,87 €	0,000	0,00 €	0,003	0,01€	0,029	0,08 €		
.ight Brown Sugar	Kg	2,27 €	0,002	0,00 €	0,019	0,04€	0,194	0,44 €		
Eggs	Kg	2,98 €	0,002	0,01 €	0,021	0,06€	0,213	0,64 €		
/anila Extract	Kg	84,89 €	0,000	0,01 €	0.001	0,12€	0,015	1.23 €		
Fine Salt	Kg	0,71 €	0,000	0,00 €	0,000	0,00€	0,003	0,00 €		
Fbur T55	Ka	0,45 €	0,001	0,00 €	0,013	0,01€	0,126	0,06 €		
Unsweetened cacao powder	Kg	10,42 €	0,001	0,01 €	0,010	0,10€	0,097	1.01 €		
Dark chocolate	Kg	11,13 €	0,002	0.02 €	0.019	0.22€	0,194	2.16 €		
Pecan nuts	Kg	20,25 €	0,001	0,02 €	0,010	0,20€	0,097	1,96 €		
Coating		<u> </u>								
Duicey Chocolate	Kg	12,49 €	0.014	0,17€	0,140	1,75€	1,400	17,49 €		
Cocoa butter	Kg	14,77 €	0,007	0,10€	0,070	1,03 €	0,700	10,34 €		
Grapeseed Oil	Kg	2,87 €	0,003	0,01€	0.028	0.08 €	0,280	0,80 €		
Roasted pecan nuts	Kg	20,25 €	0,003	0.09€	0.042	0,85 €	0,420	8,51 €		
toasted pocari nots	19	20,20 €	0,004	0,05 €	0,012	0,000	0,420	0,01 0		
	_									
		Pacino	anat					Food cost for 1		
		Recipe	cost					Safety margin (2 Total with marg		

#### Mise en place

#### ream preparation

he classic milk in a mixing bowl, add the e ice cream and coffee liquor and mix for 30 nds with a paddle on medium speed. Place piping bag and putit in the blast chiller.

eatoven to 175°C. Once ready, add the an nutson a baking tray with parchment er and roast them for 8-10 minutes. Let them and chop them.

tly grease a baking pan with cooking oil Line with parchment paper and set aside. bine melted butter, oil and sugars together medium-sized bowl. Whisk well to combine. the eggs and vanilla; beat until lighter in ur (an other minute).

fiour, cocoa powder and salt. Gently fold try ingredients into the wet ingredients until bined. Fold in 3/4 of the chocolate pieces and an nuts.

rbatterintoprepared pan, smoothing the top venly, and top with remaining chocolate

for 25-30 minutes. After 15-20 minutes. ully remove them out of the pan and allow ol to room temperature. Place the brownie e blastchiller. Once they are cold, out cubes 5cm and place them in the freezer.

#### mbly

5 gofice cream in the ice cream mold, then 12g of brownie cubes. Place it for a few tes in the blast chiller. wer the mold with 35g of ice cream and ad it with an off hook spatula. the ice cream in the blast chiller and

#### ing

the chocolate and the cocoa butter in a bain

, remove from the heat and add the eseed oil. Letit cool down until 35-40°C. roorate the to asted pe can nuts that have previously chopped. all bowl, add the chocolate and dip the n ice cream inside the chocolate aration and place them in the freezer.

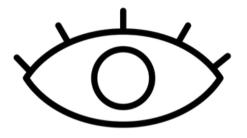
0,62€ 0,01€ 0,63€



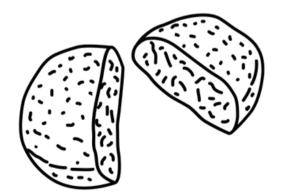
### • Base milk with coffee liquor • Fudgy brownie pieces with pecans • Dulcey chocolate & pecan coating Food cost = **0,63€**

# Why it fits to HD consumer target?

Visually attractive



Interessting textures

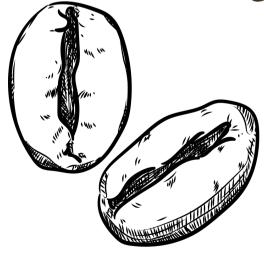




### Alcoholic Immersion



### Rich and Indulgent



# Inspiration & Evolution

### Inspiration



### First idea



- Alcoholic beverage with coffee such as irish cream

- Cookies & Cream
- Coffee Base Ice-cream
- Chocolate chip cookies





### Final product









- Fudge Brownies - Coffee Liqueur - Dulcey & Pecans

### Questions to consumers

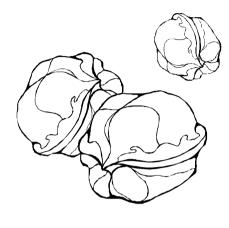


### Alcohol presentation

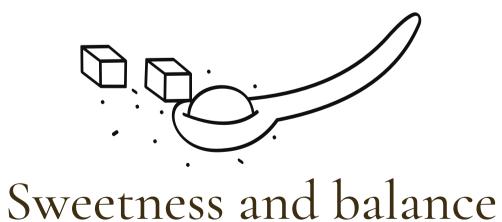








#### Textures



### Conclusion

- How to make stick bar ice cream
- How to overcome difficulties that we had faced
- New idea development
- Working with new textures
- Developing balanced flavors
- Exposure of variety of new asian products
- How to include alcohol and other beverages within the ice cream,
- Managing the different levels of alcohol in order to make stick bar ice cream



# Thank you !