



# Häagen-Dazs Culinary Workshop

In partnership with General Mills

25 March 2022

## Team 2

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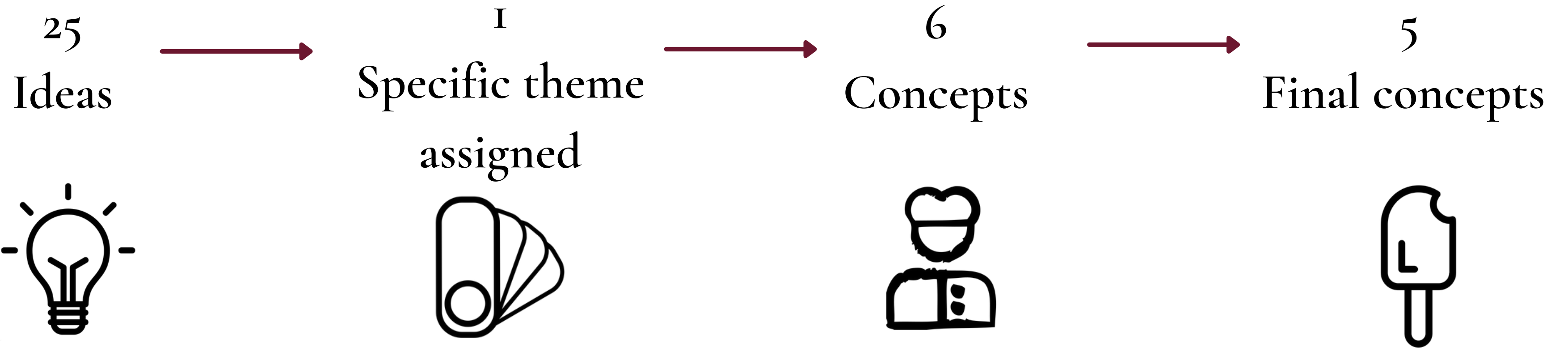
# Context



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

# Methodology

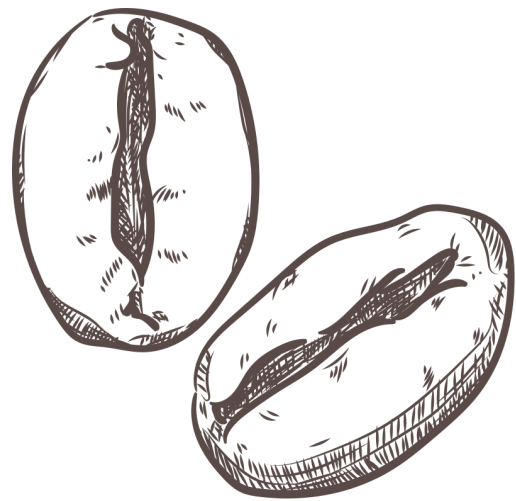
## 18/01 - 22/03 Culinary development steps



# Theme *Beverage Inspired Ice-Cream*

Answering to the question...?

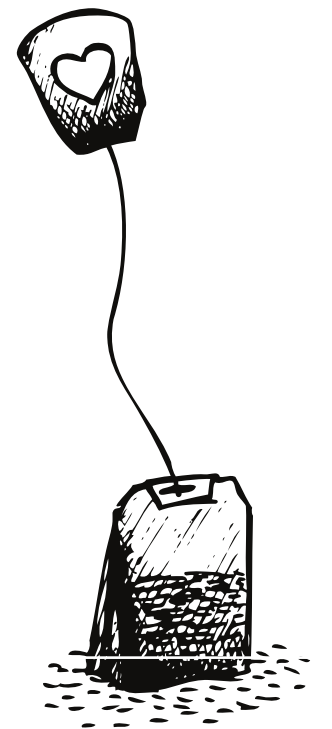
How to replicate beverage experience in a stickbar?



Coffee



Alcohol



Tea

# Summary

Concept 1

Masala & Black Sesame



Concept 2

Chai & Plums



Concept 3

Green Tea & Mochi



Concept 4

Chai & Blueberry



Concept 5

Coffee, Brownies &  
Pecans





Concept 1:

Masala Chai & Black Sesame



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

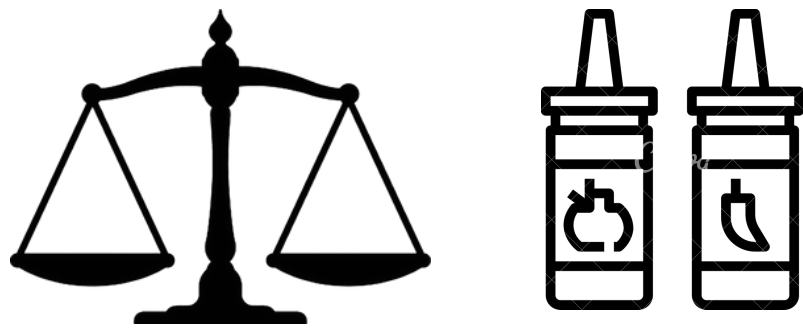
Food cost: **0,63€**

# Why it fits to HD consumer target?

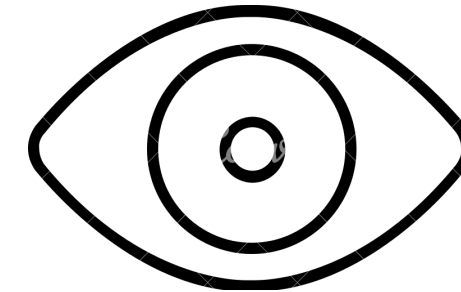
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Balance of sweet and spicy



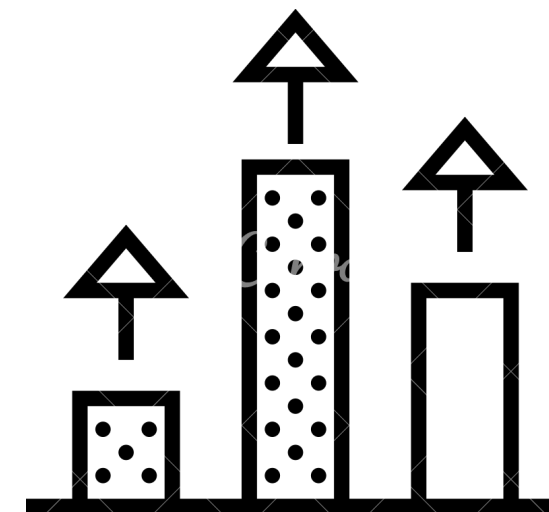
Appealing visuals



Sesame and Black tea relatable to consumers as Asian product



New and improved texture





# Inspiration & Evolution



## Inspiration



- Beverage infused with spices
- Use of Asian Products

## First idea



- 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



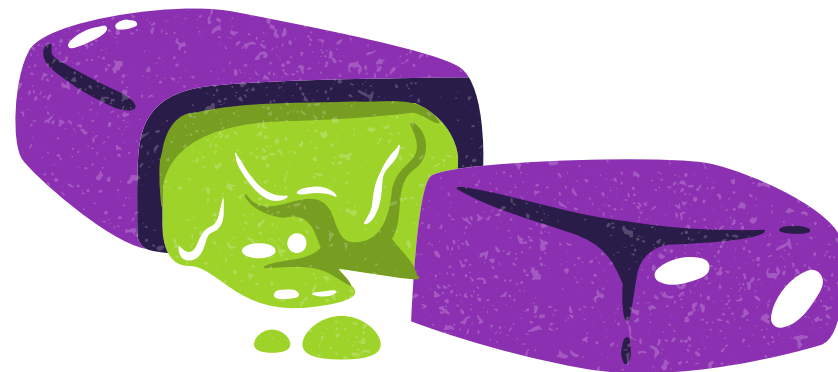
Visual



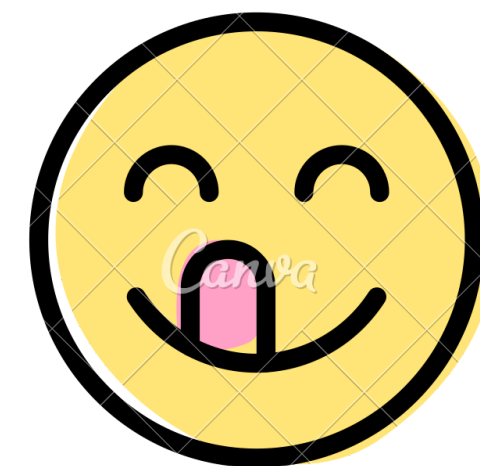
Balance



Texture



Taste



# Concept 2:

## Chai & Plums



## A close-up photograph of a single chocolate-covered ice cream bar. The bar is coated in a thick, dark chocolate layer, which is studded with numerous small, light-brown, irregularly shaped pieces, likely nuts or chocolate chips. The bar is mounted on a light-colored wooden stick. The background is a plain, light gray.

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

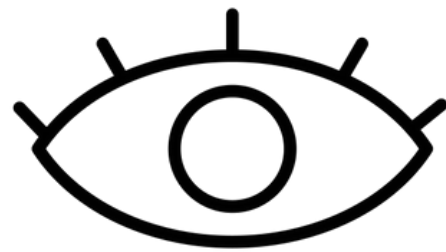
Food cost = **0,53€**

# Why it fits to HD consumer target?

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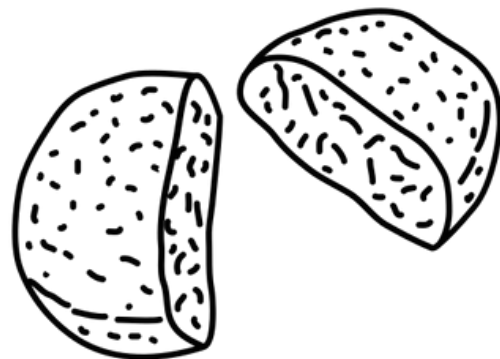
Appealing visual



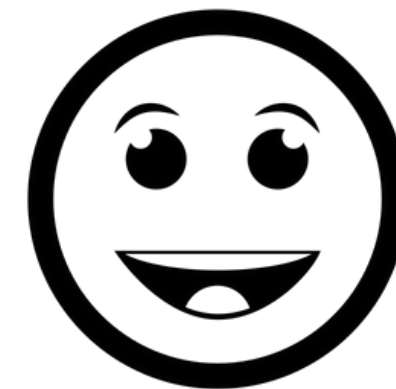
Fruity taste



Different texture



New association





# Inspiration & Evolution



## Inspiration



- Beverage infused with spices

## First idea



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

## Final product



- Chai spices
- Caramelized plums
- Milk chocolate + gavotte

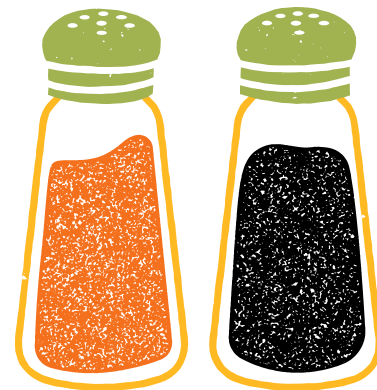
# Questions to consumers



Overall taste and visual



Balance



Spices



Sweetness

Concept 3:

Matcha, Azuki & Mochi



# Recipe card



<div> <div>GROUP 2</div> <div>Project - HAAGEN DAZS</div> <div>Matcha, Azuki &amp; Mochi ice cream</div> <div>Recipe for 1, 10 &amp; 100 portions / Portion of 108 g</div> </div>								
Ingredients	Unit	Price per unit	1 portion	Price per portion	10 portions	Price 10 portions	100 portions	Price 100 portions
<b>Matcha Azuki ice cream</b>								
Matcha powder	Kg	373,00 €	0,001	0,37 €	0,010	3,73 €	0,100	37,30 €
Matcha ice cream	Kg	4,00 €	0,050	0,20 €	0,500	2,00 €	5,000	20,00 €
Sweet azuki	Kg	3,75 €	0,040	0,15 €	0,400	1,50 €	4,000	15,00 €
<b>Mochi coating</b>								
Glutinous rice flour	Kg	5,60 €	0,000	0,00 €	0,002	0,01 €	0,020	0,11 €
Sugar	Kg	1,25 €	0,001	0,00 €	0,010	0,01 €	0,100	0,13 €
Corn starch	Kg	18,20 €	0,001	0,02 €	0,010	0,18 €	0,100	1,82 €
Matcha powder	Kg	373,00 €	0,001	0,19 €	0,005	1,87 €	0,050	18,65 €
Milk	Kg	0,63 €	0,014	0,01 €	0,140	0,09 €	1,400	0,88 €
<b>Recipe cost</b>							<b>Food cost for 1 portion</b>	
							<i>Safety margin (2%)</i>	
							<b>Total with margin pre-tax</b>	
							0,94 €	
							0,01 €	
							0,95 €	

Mise en place

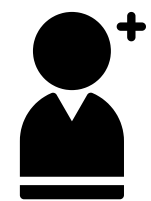
**Ice cream preparation**  
Put the matcha ice cream in a blender and beat until soft.  
Stir in the Azuki, pour into the mold, and set it in the freezer.

**Assembly**  
Prepare glutinous rice flour, add sugar, corn flour, matcha powder, milk, stir well, steam for 20 minutes. Take it out and let it cool, roll it into a thin crust and wrap it with the frozen ice cream.

- Mochi coating
- Green tea ice cream
- Azuki bean

Food cost = **0,95€**

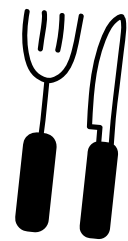
# Why it fits to HD consumer target?



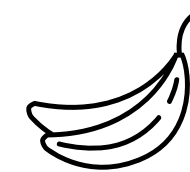
Popular combination



Creative presentation



Special texture



Asian element



# Inspiration & Evolution

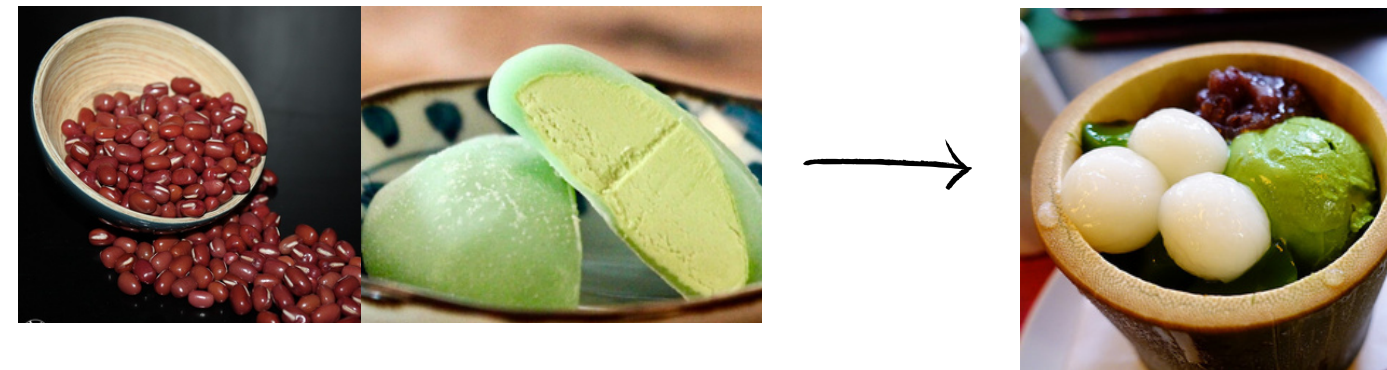


## Inspiration



- Mochi ice-cream

## First idea



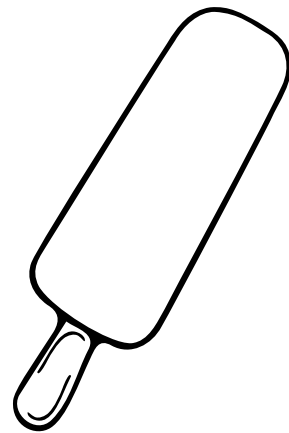
- Ujikintoki
  - Mochi
  - Azuki bean
  - Green tea ice-cream

## Final product

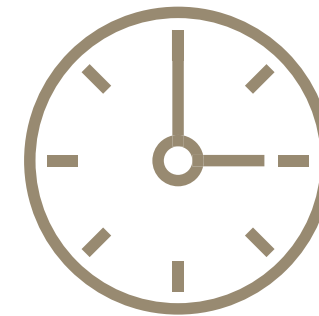


- Mochi coating
- Azuki bean
- Green tea ice-cream filling

# Questions to consumers



Coating



Waiting time

Concept 4:  
Chai & Blueberry



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

Food cost = **0,61€**

# Inspiration & Evolution



## Inspiration



- Chai Latte

## First idea



- Blackcurrant coulis
- Chai tea
- Ivory chocolate with spices

## Final product



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



# Why it fits to HD consumer target?



Innovative taste



Beautiful appearance

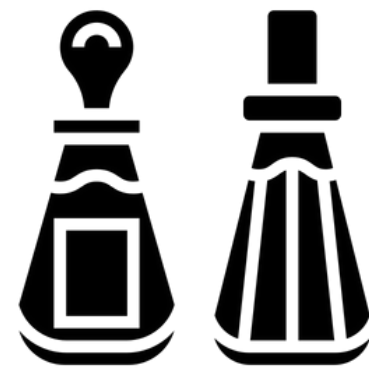


Multiple textures

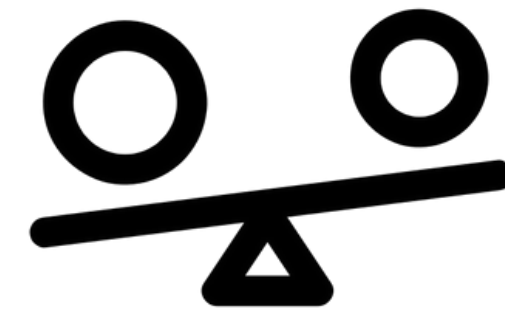


Multicultural integration

# Questions to consumers



Seasoning



Balance

Concept 5:  
Coffee Liquor,  
Brownies & Pecans



- Base milk with coffee liquor
- Fudgy brownie pieces with pecans
- Dulcey chocolate & pecan coating

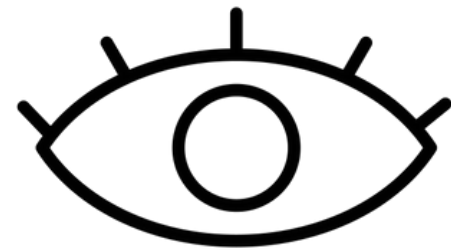
Food cost = **0,63€**

# Why it fits to HD consumer target?

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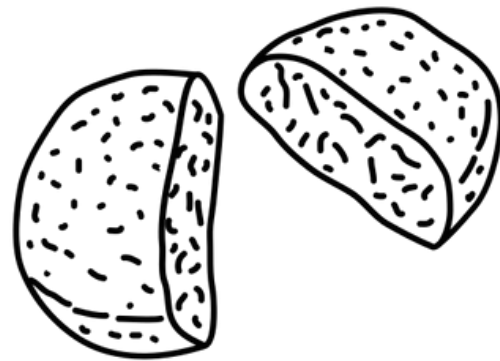
Visually attractive



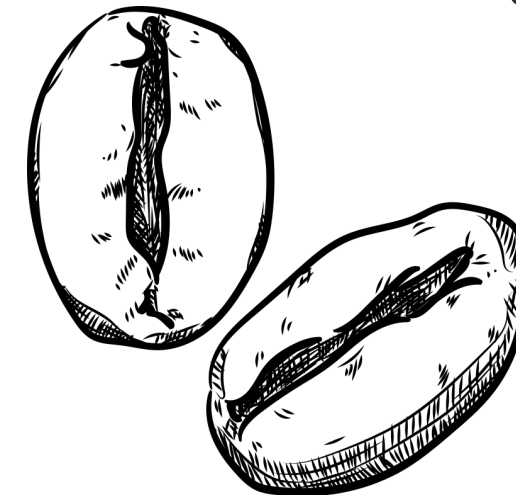
Alcoholic Immersion



Interesting textures



Rich and Indulgent





# Inspiration & Evolution



## Inspiration



- Alcoholic beverage with coffee such as irish cream

## First idea



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

## Final product

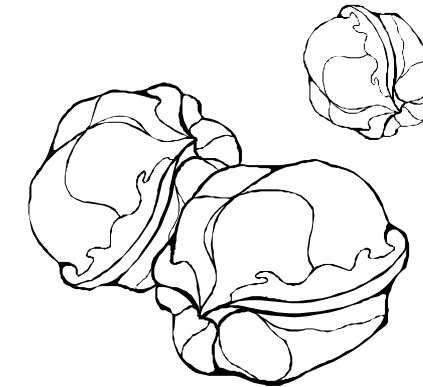


- Fudge Brownies
- Coffee Liqueur
- Dulcey & Pecans

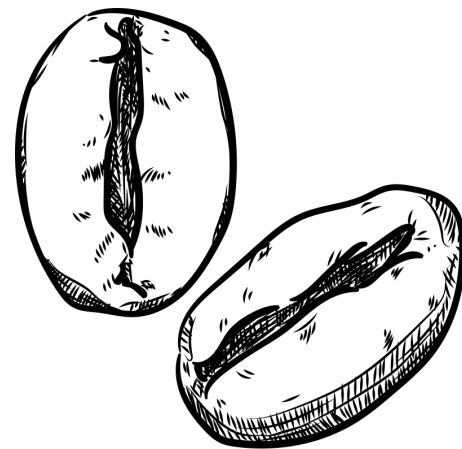
# Questions to consumers



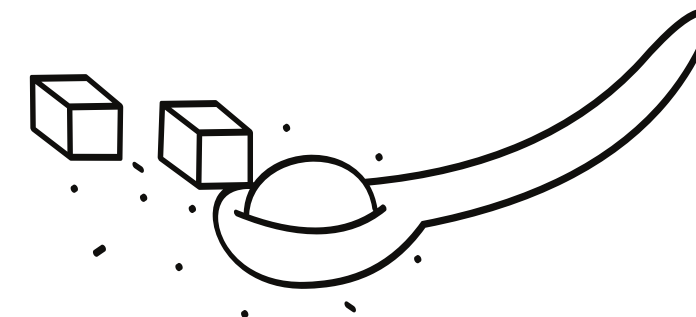
Alcohol presentation



Textures



Coffee strength



Sweetness and balance

# 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 !