

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

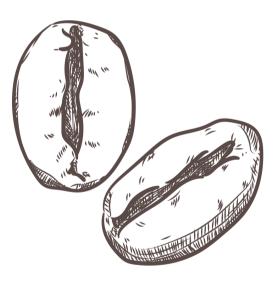




ots Final concepts

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?

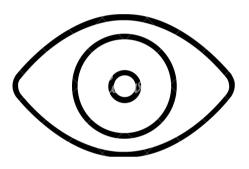
Balance of sweet and spicy

Sesame and Black tea relatable to consumers as Asian product

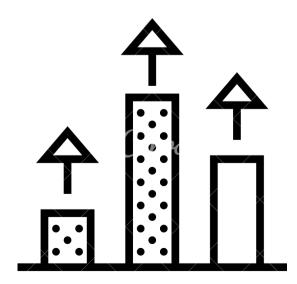




Appealing visuals



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 |
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| | | _ | | | | | | 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€



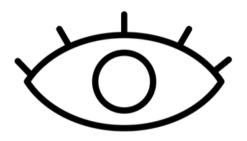


- Base milk with chai spices
- Caramelised plums
- Jivara chocolate & gavotte coating

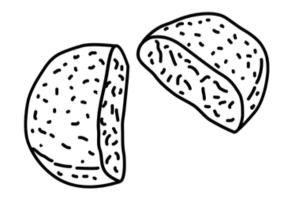
Food cost = **0,53€**

Why it fits to HD consumer target?

Appealing visual



Different texture

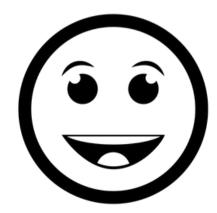




Fruity taste



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 € |
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| | | | | | | | | 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 | | |
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| | | 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.

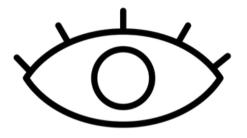
0,62€ 0,01€ 0,63€



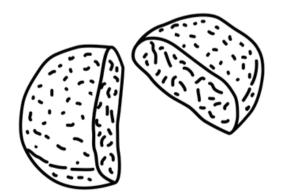
• Base milk with coffee liquor • Fudgy brownie pieces with pecans • Dulcey chocolate & pecan coating Food cost = **0,63€**

Why it fits to HD consumer target?

Visually attractive



Interessting textures

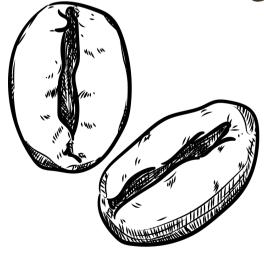




Alcoholic Immersion



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

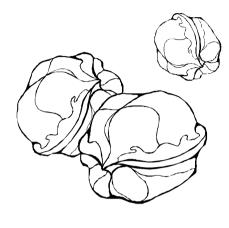


Alcohol presentation

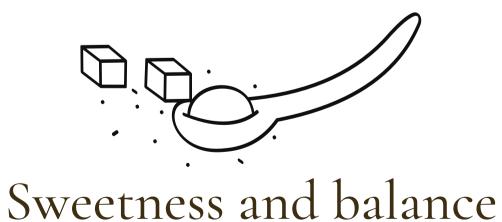








Textures



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 !