

# NEW PRODUCT DEVELOPMENT TECHNICAL REPORT IN COLLABORATION WITH ARYZTA FRANCE

Master in Culinary Leadership and Innovation  
Institut Paul Bocuse

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## Team 4

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# CONTEXT & OBJECTIVES

# Context & Objectives

Aryzta France is a key player in the B2B bakery. One of their brand *Coup de Pates* is developing a new offer for snacking. In partnership with them, we had to create new snacks for lunch: one finger food, one main meal snack and one dessert snack that we have tested with a sample of 60 people. Before we arrived at this result we went through several stages of selection. The concepts we developed had to respect certain constraints imposed by the brand: all snacks had to be frozen and keep their characteristics after thawing, snacks had to be easy to transport and practical to eat and they should be easy to reheat.

- ✓ Overall educational objective : to know, understand and experience the process of Research and Innovation in the development of a new product
- ✓ Develop a recipe following precise requirements from a brief
- ✓ Develop technical aspects of new recipes
- ✓ Conduct a consumer test
- ✓ Work in a team to complete a large collaborative project







# Methodology

## Culinary development steps

- ▶ 05.01 - 18.01 : Conceptualization of 18 pertinent concepts of snacks
- ▶ 20.01 : Selection of the best 9 concepts
- ▶ 29.01 - 02.02 : Testing & Tasting of the 9 concepts / Final selection of the 3 concepts

## Consumer tests

- ▶ Creation of the questionnaire with 24 questions
- ▶ Recruitment of 60 IPB students
- ▶ Recruitment process: creation of a flyer, sending it by email, stucked it at school, recruitment in person, creation of a platform where they can register
- ▶ 18th of February : day where the snacks and the questionnaire were delivered to 60 consumers
- ▶ Week of 21 to 25 of February : emails reminder for questionnaire responses
- ▶ Total : 52 respondents



# TECHNICAL REPORT OVERVIEW

# Technical report overview

## Finger food

Cheese corn cannelloni



*Pages from 6 to 14*

## Main meal snack

Pizza baguette



*Pages from 15 to 23*

## Dessert snack

Snowflake Crisp

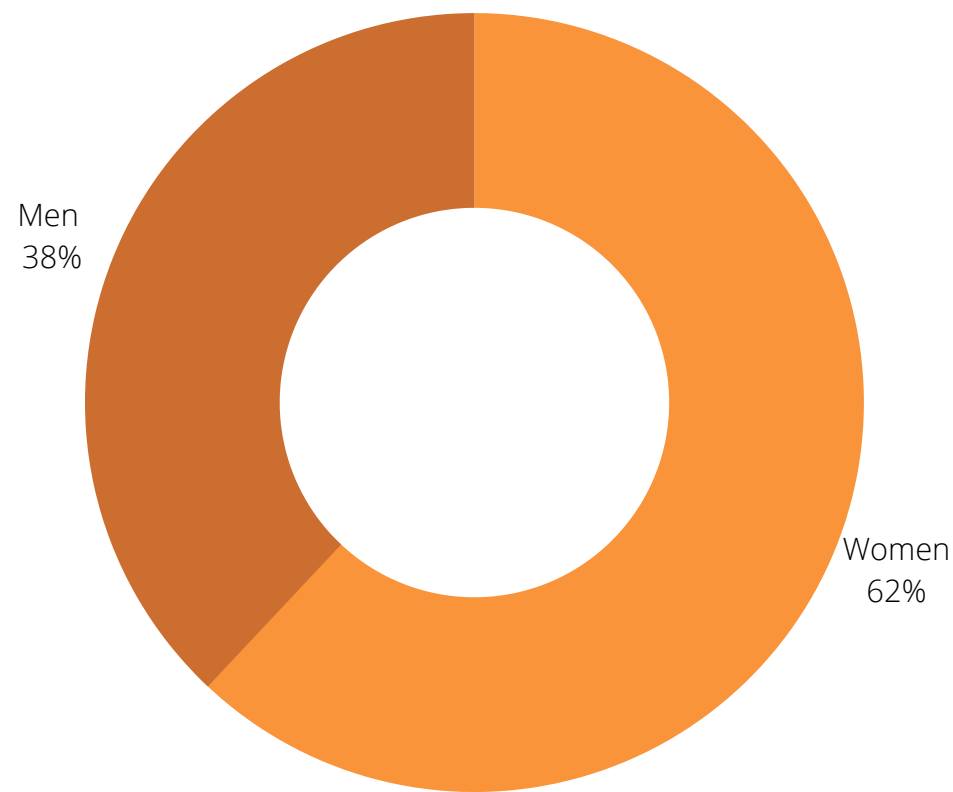


*Pages from 24 to 32*

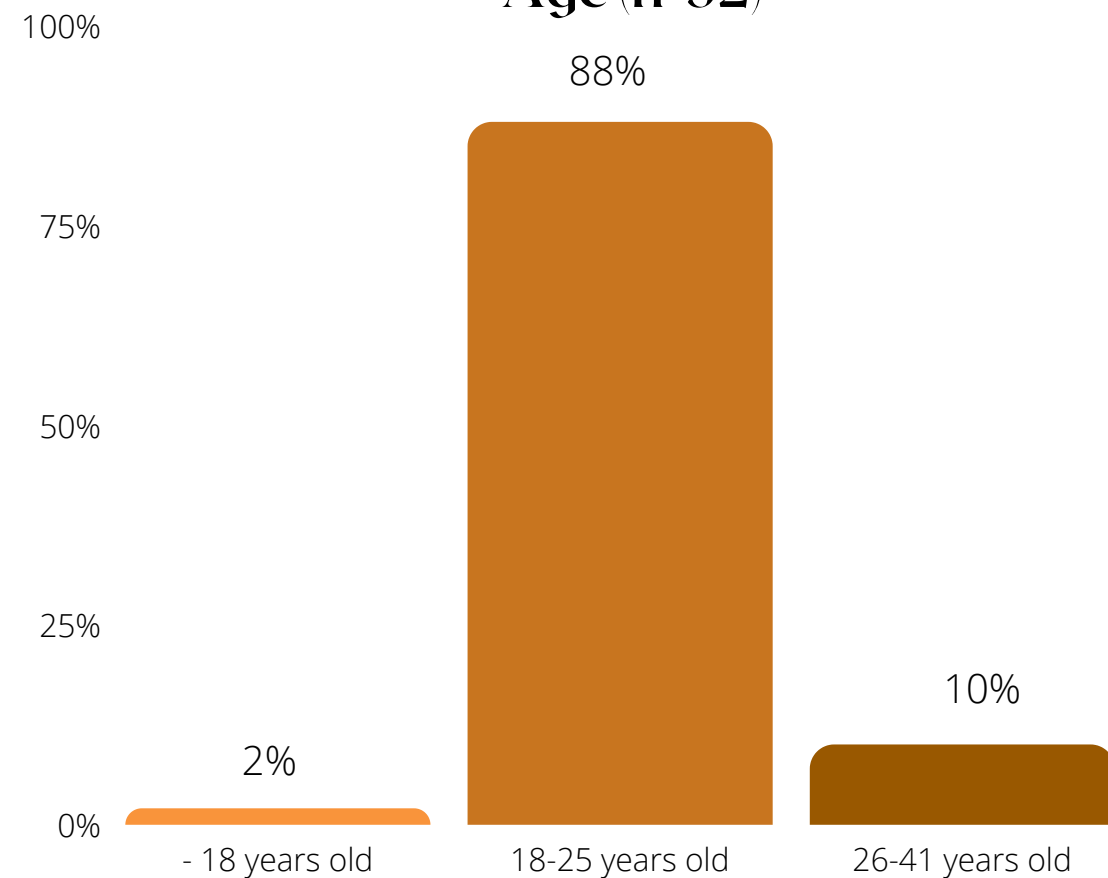
1. Recipe presentation
2. Target consumer & Trend
3. Origin, inspiration and evolution
4. Consumer test
5. Marget Strategy

SAMPLE

**Gender (n=52)**



**Age (n=52)**

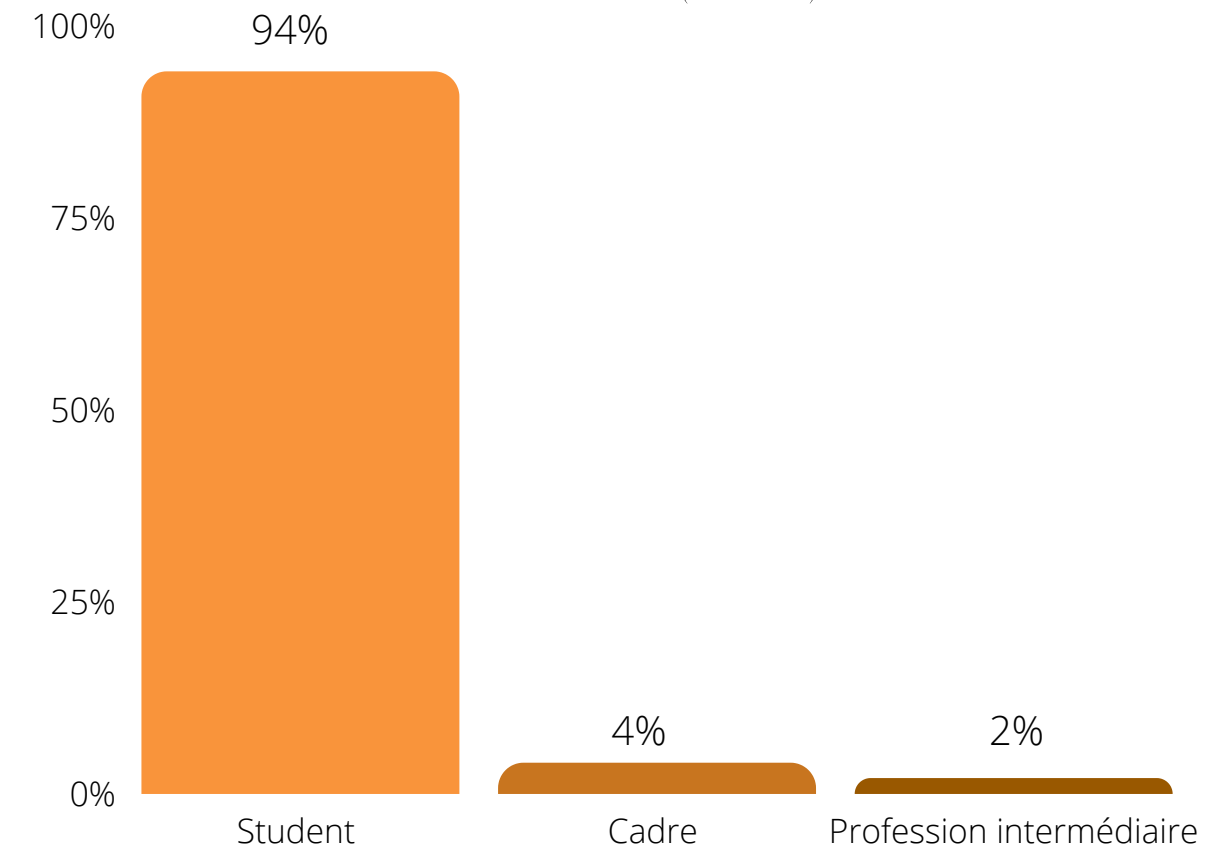


## The sample

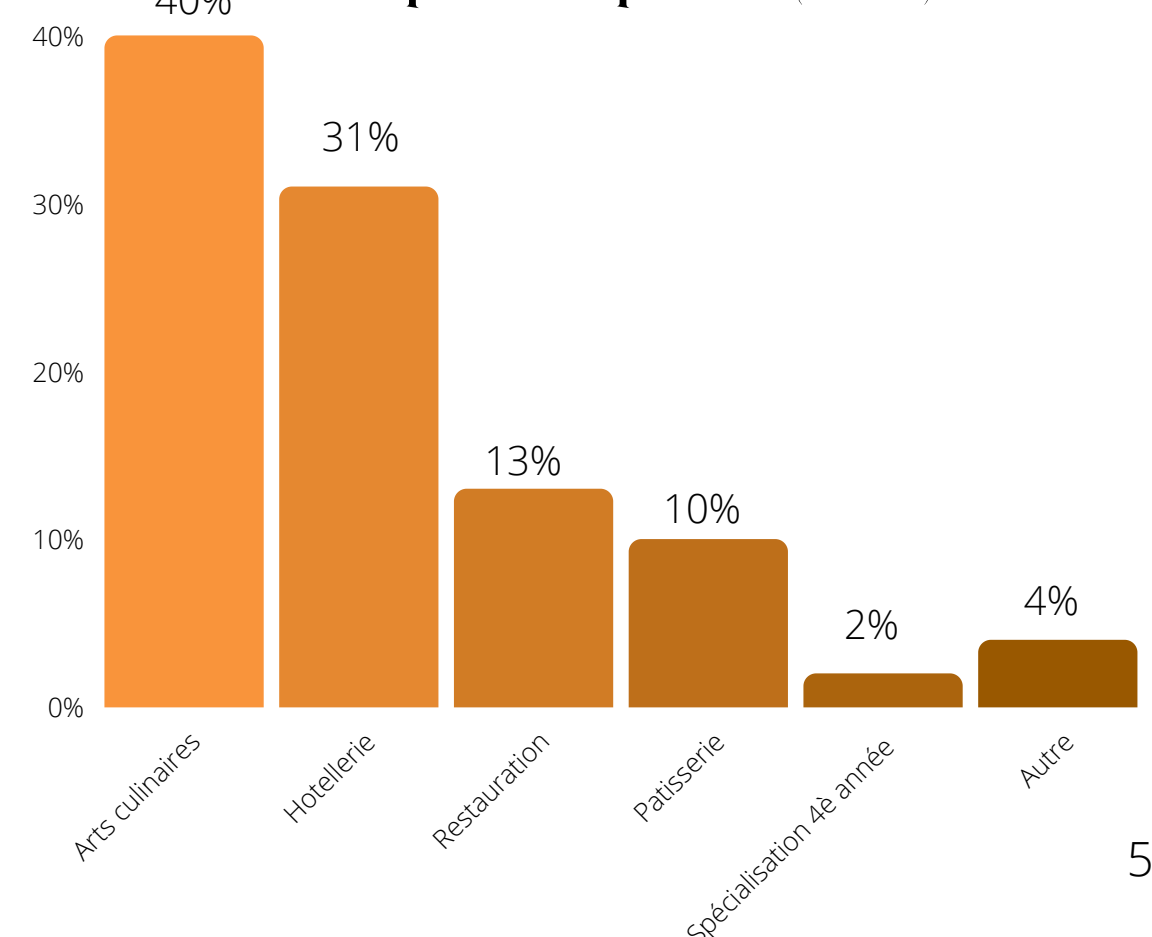
52 people have responded to our questionnaire, the majority being women (62%). The majority of the respondents have between 18 and 25 years old and are students.

We can observe that the bigger part of the students are doing a bachelor in Culinary Arts: their opinion can be very significant regarding the taste.

**SPC (n=52)**



**Prepared diploma (n=52)**

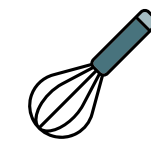




# CONCEPT 1 : CHEESE CORN CANNELLONI

Finger food

# CHEESE CORN CANNELLONI



## Main ingredients:

*Soft bread, corn, parmesan ,beef floss, bechamel Sauce*



## Sumarize the concept

*Cannelonni made with soft bread combine with asian meat floss, fresh corn and french sauce*



## Food cost:

*0,55 euro*

# 1. Recipe presentation

ARYTZA – New Product Development  
« Finger food snacks »

## Cheese Corn Cannelloni

Recipe for 10 portions



1 portion : 90g

### Ingredients

**Meat Floss\* :**

0,230kg Beef filet  
0,025kg Fresh ginger  
0,025kg Soy sauce  
0,0011kg Caster sugar

**Filling 62% :**

0,015kg Unsalted butter  
0,015kg Flour T55  
0,150kg Whole milk  
0,001kg Fine salt  
0,001kg Black pepper  
0,001kg Nutmeg powder  
0,100kg Canned fresh corn  
0,050kg Parmesan grated cheese  
*\*Meat floss*

**Assembling 38% :**

0,400kg Soft bread  
0,050kg Unsalted butter

**Utensils used**

Frying pan  
Rolling pin  
KitchenAid

### Steps of preparation

**Step 1 : Meat floss**

- Cut the beef into long pieces. Boil a pot of water.
- Boil the beef with ginger 20mins. Remove from the heat.
- Remove from the pot.
- Mix beef , fresh ginger, soy sauce and sugar on low speed with a KitchenAid by using a whisk.
- When produced uniform filamentous, keep drying in a pan over low heat.
- When every meet floss almost dry , mix in the KitchenAid using high speed mix.

**Step 2 : Filling**

- Melt the butter, add the flour and boil
- Add little by little the milk to make the bechamel
- Toast the corn in the butter
- Mix the bechamel, corn, grated cheese and meat floss

**Step 3 : Assembling**

- Roll the soft bread and cut the edges
- Add the filling at the bottom lengthwise
- Roll the soft bread
- Toasted it in the butter

The meat floss which is a dry meat made with ginger, soy sauce and sugar (sweet/salty) is widely used in Asia. We thought that this kind of meat could be interesting for the French market. We did not dry too much the meat to remain in a product that consumers can relate to.

The bechamel can capture a lot of flavours. Corn, meat floss, parmesan and bechamel create a very flavorful filling.

We added parmesan to add some texture and taste to the product and some nutmeg powder in the bechamel to have a tastier filling.

We chose to fry the soft bread in butter to provide a nice nutty flavour, to add a crispy side and to have an attractive coloration.

The cannelloni can be industrialized: the components of this product can be divided into filling and bread. After pasteurisation the filling can be stored for a long time. The main challenge with the industrialisation is that the rolling process can be long to make.



## 2. Target consumer & Trend

### TARGET CONSUMER

Target customers of cheese corn cannelloni would be the casuals. They eat with freedom. Mostly male, single without children, in urban areas like big cities. They really appreciate shared moments afterworks. Our consumer can eat outside, standing up, with fingers... Satisfying a zapping and casual craving. Eating in the street, tasting popular cuisine, enjoying drinks in groups.



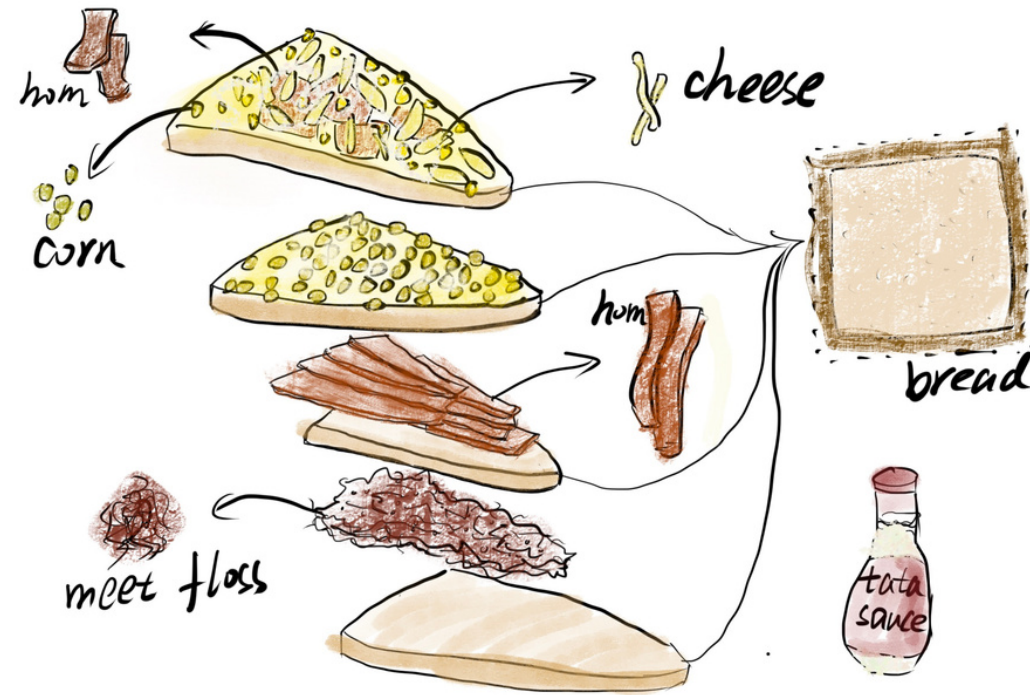
### THE PRODUCT IN RELATION TO TRENDS OF THE CLIENTELE

Simplify our clientele life and they can buy ready-made meals, easy to heat. Order simply in one click, have it delivered... for an affordable price. Simple shape for easy take away and with amazing shapes, colors and crunch textures.





### 3. Origin, Inspiration & Evolution



#### ORIGIN OF THE IDEA

Initially, the original inspiration is the corn cheese that comes from South America, which is a local street food corn that is grilled and sprinkled with cheese and seasoning.



#### PROBLEMS IN THE PROCESS

We first realized a triangle sandwich with corn, meat floss and cheese. We realized that it was a too common and difficult to stand out as a new thing to attract our target.



#### EVOLUTION OF THE PRODUCT

We changed the shape to make it more appealing and easier to eat, while improving its crispy texture and golden color. The final product retains the previous elements such as soft bread, cheese, corn, and Asian-style meat floss. We added a bechamel that is a well-known French sauce to add texture and so that our target can better identify with the product. The cannelloni is fried in butter.



## 4.Consumer test

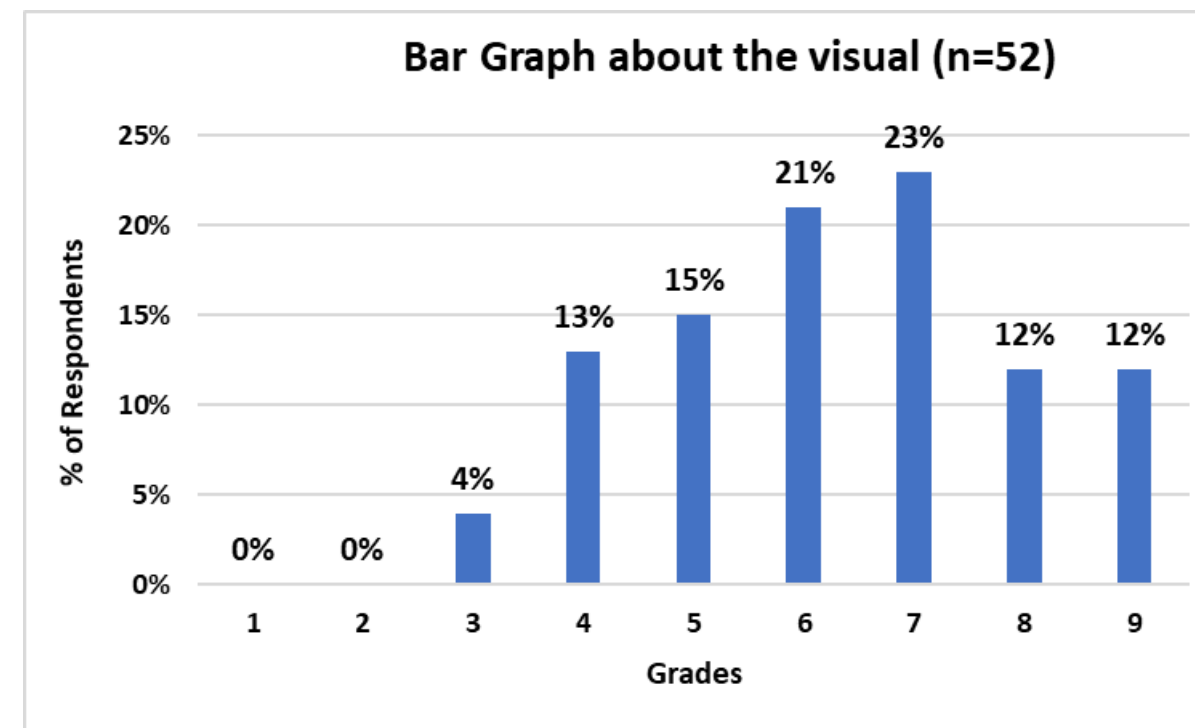
### Visual

The visual is the first impression of the product. So, we wanted to know the opinion concerning the visual to the customers.

Le visuel de ce produit est-il attrayant ?

Pas du tout attrayant 1 2 3 4 5 6 7 8 9 Très attrayant

*\*English: Is the visual attractive for you ?*



Mean = 6,27

SD = 1,64

As we can see on the graph, the mode is **7** that means that is the grade the most used by the consumers (23%).

The mean is **6,27**: in average the visual was **appreciated**.

The standard deviation is quite low, that means that the responses are close to the mean and **homogenous**.

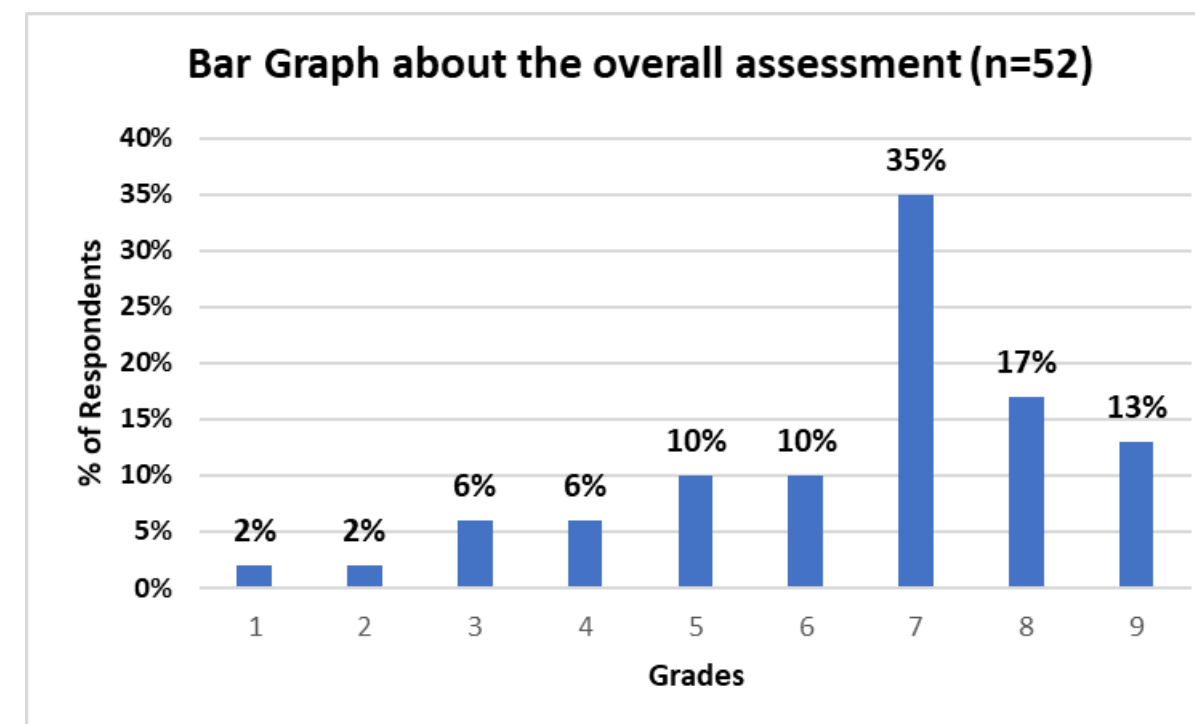
### Overall assessment

In a general way, we asked to the customers if they liked the product or not to analyse the potential of the concept.

A quel point avez-vous aimé ce produit ?

Je n'ai pas du tout aimé 1 2 3 4 5 6 7 8 9 J'ai beaucoup aimé

*\*English: How much do you like this product ?*



Mean = 6,54

SD = 1,90

As we can see on the graph, the mode is **7** that means that is the grade the most used by the consumers (35%). We can highlight that **65%** of the consumers answered **7 or more**.

The mean is **6,54** : in average the respondents liked the product.

The standard deviation is quite low that means that the responses are quite close to the mean and are pretty **homogenous**.

# 4.Consumer test

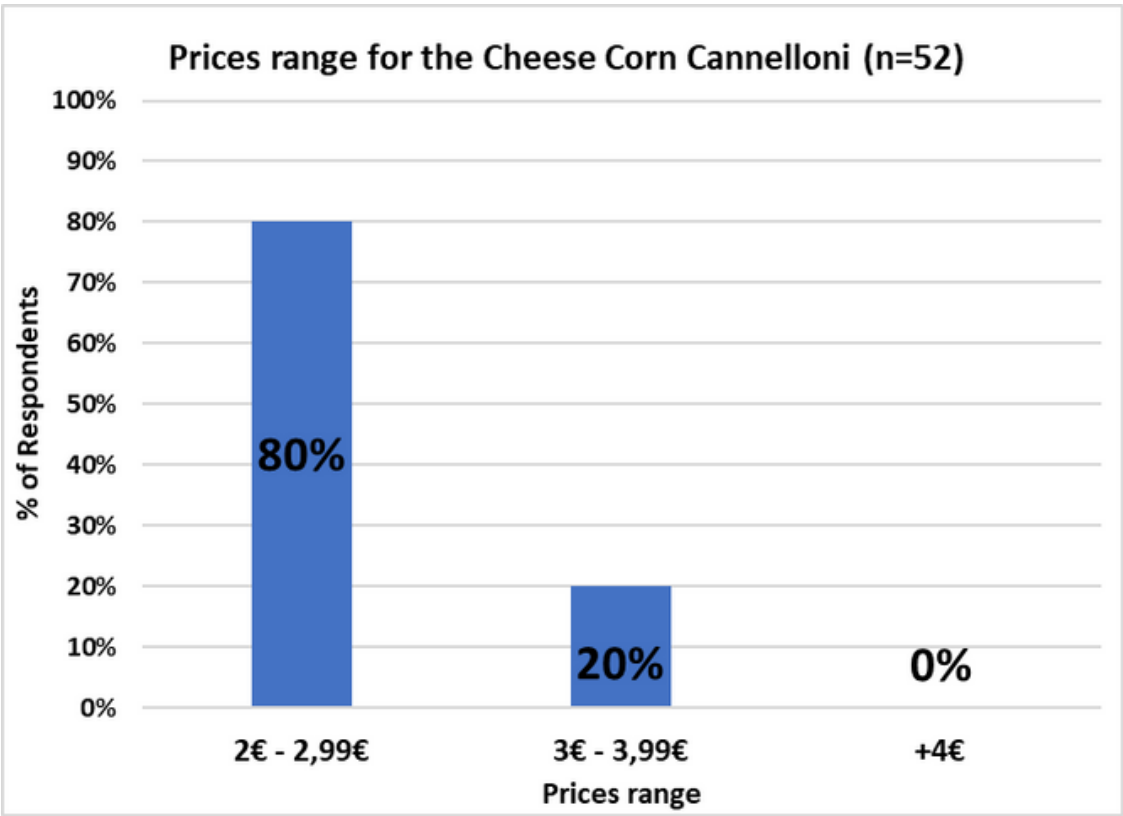
## Price

In order to define the final selling price and also the net margin, we asked the consumers how much they were willing to pay for the cheese corn cannelloni.

Combien seriez-vous prêt à payer pour ce produit ?

- ☐ De 2€ à 2,99€
- ☐ De 3€ à 3,99€
- ☐ Plus de 4€

*\*English: How much would you be willing to pay for this product ?*



As we can see on the graph, the vast majority of respondents (42 or 81%) are willing to pay between **2€ and 2,99€** for this finger snack which is the lowest range of prices we proposed. The food cost of this product is **0,55€**, so the net margin would be from **1,45€ to 2,44€** and the multiplying factor from **3,63 to 5,44**. Aryzta multiplies the food cost by 5 to have the selling price: so they have to sell it minimum 2,75€ (without the packaging), that corresponds to the range the respondents are willing to pay .

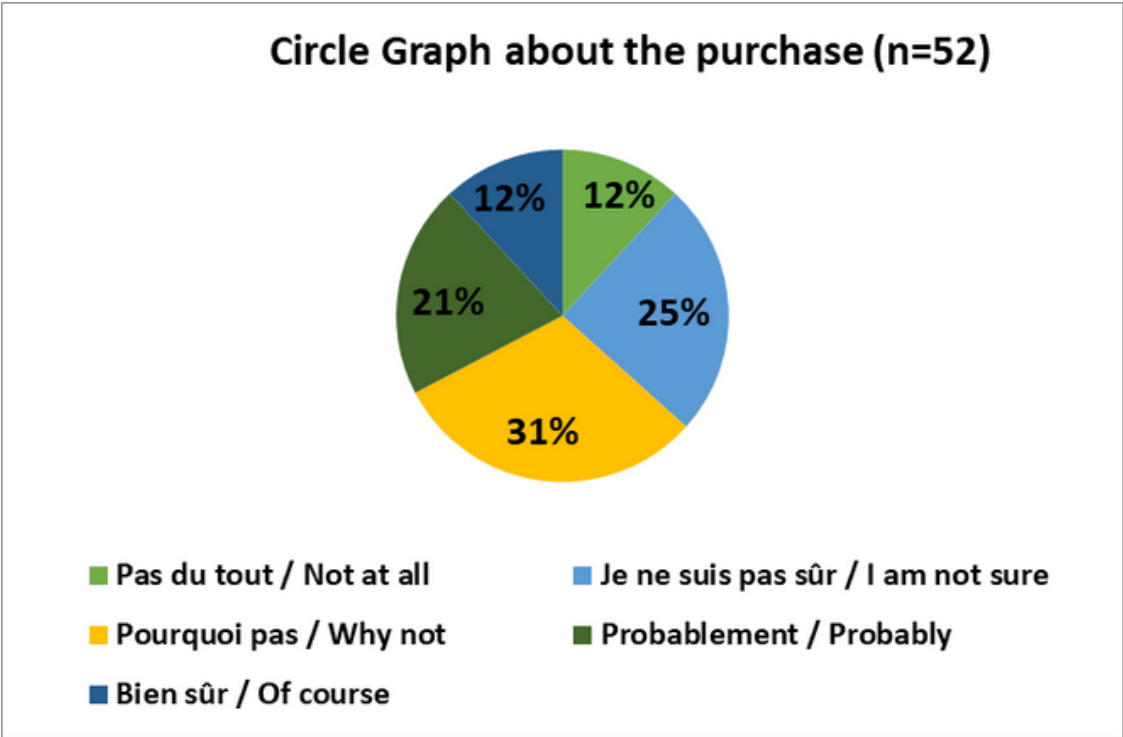
## Purchase

This question is to see the potential of our product, if our target will buy it in the real life.

Achetèriez-vous ce produit en tant que finger food après l'avoir testé ?

- ☐ Pas du tout
- ☐ Je ne suis pas sûr
- ☐ Pourquoi pas
- ☐ Probablement
- ☐ Oui bien sûr

*\*English: Will you buy this product after try it ?*



**64%** of the respondents could make a **purchase** with this product: **12%** are sure, **21%** will probably do and **31%** why not. There are still **25%** who would not risk buying this product and **12%** who will not buy it after testing it.

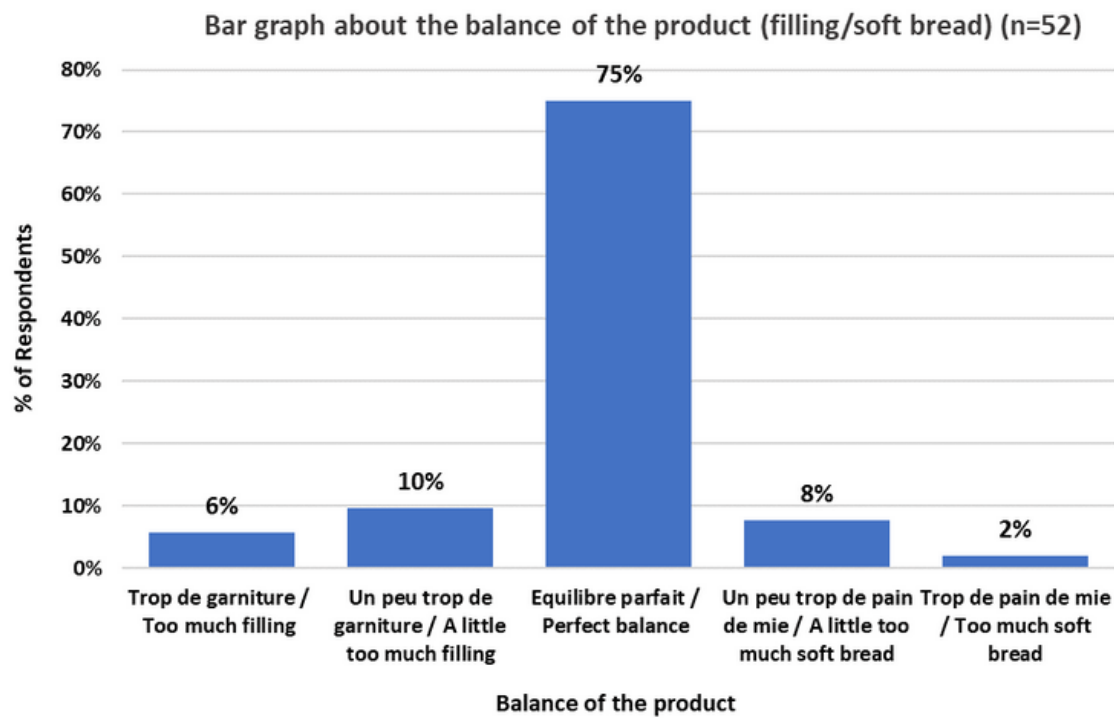
## Product balance

With this question, we wanted to know if the product had the good proportion of filling compared with the proportion of soft bread in order to see if the product on this overall was well-balanced.

Comment qualifieriez-vous l'équilibre du produit (pain de mie/garniture) ?

- ☐ Trop de garniture
- ☐ Un peu trop de garniture
- ☐ Equilibre parfait
- ☐ Un peu trop de pain de mie
- ☐ Trop de pain de mie

\*English How will you qualify the balance of the product ?



The **majority** of the respondents (39 people or **75%**) said that the balance of the product was **perfect**, for them the soft bread and the filling was **well-balanced**.

## 4.Consumer test

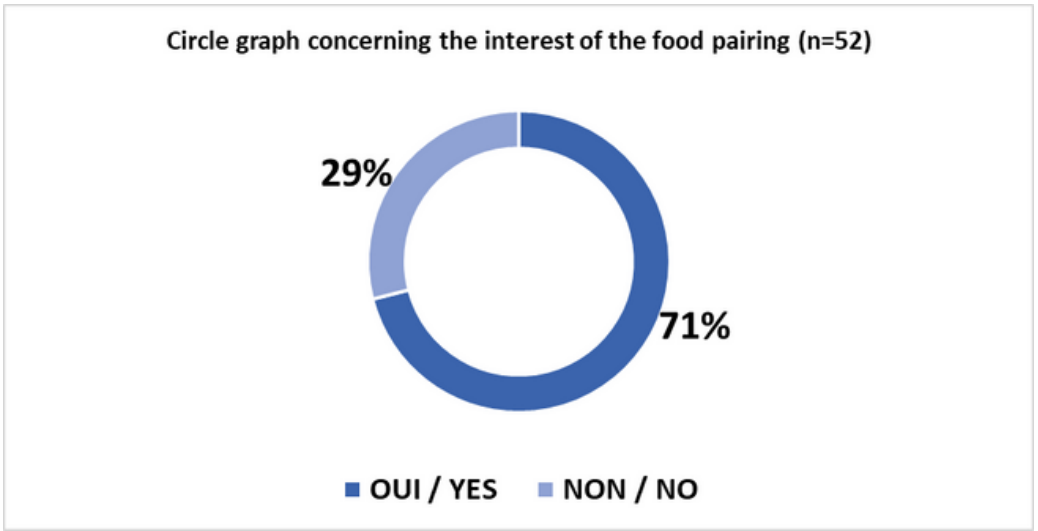
### Filling

As the filling can be peirceived as uncommon with the mix of culture, we wanted to know if our potential traget liked this mix.

La composition de la garniture est-elle intéressante pour vous ?

- ☐ Oui
- ☐ Non

\*English: Is the food pairing that composed the filling interesting for you ?



For **71%** of the interviewees, the composition of the filling was **interesting** for them. 29% do not appreciated the combination of the cheese corn cannelloni.

Si oui, pourquoi ça vous a plu?

CHEESE CORN CANNELLONI

\*English: if yes, why you liked it ?

Qualitative data about the consumers that answered to the question above (32 repondents).

**"Interesting filling and taste": 44%** of the respondents referred to a filling very interesting, a good taste and that the tastes go well together.

**"Textures" : 28%** of the respondents referred to the different textures that compose the cannelloni. They appreciated the different textures with the melting meat, the corn that brings crunch and the soft bread that gives a tasty side.

**"Original": 19%** of the respondents referred to originality in their responses. They found the combination original with a product they have never seen before.

Si non, pourquoi ça ne vous a pas plu ?

\*English: if no, why you don't like it ?

Qualitative data about the consumers that answered to the question above (22 repondents).

**"Too greasy": 36%** of the respondents said that the product was too greasy.

**"Unpleasant taste": 32%** of the respondents referred to the taste. Some of them did not like the overall taste and some of them found a lack of seasoning and flavors.

**"Too soft": 18%** of the respondents referred to a texture that was too soft and creamy and that there was too much bechamel in the filling which gives a pasty and heavy effect. Some people would have preferred to feel the meat in their mouth.

# Learnings & Adjustments

Consumer Test	- 18% of the respondents that did not like the filling mentioned that the texture was too soft
Learning	The texture is too soft
Adjustments	<ul style="list-style-type: none"><li>- Put more meat floss to give it some texture</li><li>- Put less bechamel</li></ul>

Consumer Test	- 36 % of the respondents that did not like the filling mentioned that the cheese corn cannelloni was too greasy.
Learning	The cheese corn cannelonni is too greasy
Adjustments	<ul style="list-style-type: none"><li>- Instead of panfry in butter to give it crispness maybe we can try to roast in the oven to give it an oven coloration.</li></ul>

Consumer Test	<ul style="list-style-type: none"><li>- 12% of the respondents said that they will not buy the product after tasting it</li><li>- 25% of the respondents said that they are not sure to buy the product after tasting it</li><li>- 32% of the respondents that didn't like the filling mentionned that they were not satisfied by the taste</li></ul>
Learning	Readjust taste and texture
Adjustments	<ul style="list-style-type: none"><li>- Put less bechamel and more meat.</li><li>- Make shredded meat so that we feel more the pieces of the meat and it is less patty (attachment to what the French market is used to eat).</li></ul>

## 5. Marketing strategy

### Moment of consumption



- Lunch time
- Casual target : eating with freedom, food for eating at any time, adapted to nomadic consumption and take-away
- Point of sell: bakery and catering

### Selling price



Referring to the previous part the cheese corn cannelloni can be sold at a price range of 2,85€ to 3,00€ (including packaging) .

### Marketing strategy



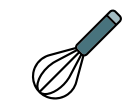
- Network impact: use online marketing, advertise the product, record the making process of the cheese corn cannelloni
- Special offer : buy several cheese corn cannelloni for an event with a special prize



# CONCEPT 2 : PIZZA BAGUETTE

Main meal snack

# CONCEPT 2 : PIZZA BAGUETTE



## Main ingredients

*Pizza dough, chicken chunks, herby tomato Sauce, emmental cheese, mozzarella cheese*



## Sumarize the concept

*A fusion between two popular food items in France: A pizza and a baguette*



## Food cost

*0.52 Euro*

# 1. Recipe presentation

ARYTZA – New Product Development  
« Main meal items snacks »

## Pizza Baguette

Recipe for 10 portions



1 portion : 185g

### Ingredients

#### Dough 50% :

0,025kg Dry Yeast  
0,280kg Water  
0,030kg Caster Sugar  
0,015kg Fine salt  
0,500kg Flour T55

#### Tomato sauce 33% :

0,010kg Olive oil  
0,070kg Onions  
0,020kg Shallots  
0,100kg Crushed tomatoes  
0,010kg Caster sugar  
0,010kg Fine salt  
0,030kg Fresh garlic  
0,003kg Fresh basil  
0,003kg Fresh Thyme  
0,003kg Fresh parsley  
0,300kg Fresh tomatoes

#### Chicken filling 7% :

0,150kg Chicken breast  
0,007kg Garlic powder  
0,003kg Powder paprika  
0,010kg Soy sauce

#### Additional fillings 10% :

0,130kg Grated Emmental cheese  
0,130kg Grated Mozzarella cheese

#### Utensils used

Robot coupe Mixer  
Baking trays  
Sauce pans  
Mixing bowls

### Steps of preparation

#### Step 1: Dough

- Put yeast lukewarm water and whisk slowly.
- Add sugar and salt to the mixture. Keep it in a warm temperature for 30 mins.
- Then add it to a robot coupe automatic mixer bowl. Keep adding T55 flour slowly little at a time.
- Keep mixing until the dough tightens up and is supple to touch.
- Put some olive oil in the base of a glass bowl and put the dough in it to ferment. Lightly coat the dough with olive oil to prevent drying.

#### Step 2: Tomato sauce

- In a saucepan lightly drizzle the olive oil.
- Add the onion and shallots. Lightly saute till translucent.
- Add the fresh tomato with some sugar, salt, garlic and cook the tomato sauce till the sauce turns dark red.
- Add fresh herbs (parsley, basil and thyme) and the crushed tomatoes. Cook the sauce till all the herbs give out aroma

#### Step 3: Chicken filling

- Cut the chicken breast into tiny chunks and marinade with a little bit of oil, salt, garlic powder, paprika powder and soy sauce.
- Take a saucepan and drizzle a little oil. Add the marinated chunks and cook completely.

#### Step 4 : Assembling

- Take the dough and roll out 50g portions into an oblong shape, a bit thicker to 1cm.
- Apply the tomato sauce in the base. Top with 13g shredded cooked chicken, 13g Emmental grated, 13 g mozzarella.
- Close the pizza into a pocket and seal the edges with a fork. Adjust and tuck to give the pizza a baguette shape.
- Bake in the oven at 200 degrees for 10-12 mins.

For the dough we made a classic pizza dough.

The tomato flavour is a very common flavour so it would have many potential customers.

We used fresh ingredients for the tomato sauce and we added a lot of flavors (herbs, garlic, olive oil) to have a tasty result.

We chose to put shredded chicken but a vegetarian option can also work as well.

We added some grated cheese to bring "gourmandise" to the product. During the baking process, we will obtain a processed cheese which bring the melting texture to the product.

The pizza baguette can be easily industrialised as well, the production of the pizza dough is very common, the rolling and sealing of the baguette can be done by the machine.



## 2. Target consumer & Trend

### TARGET CONSUMER

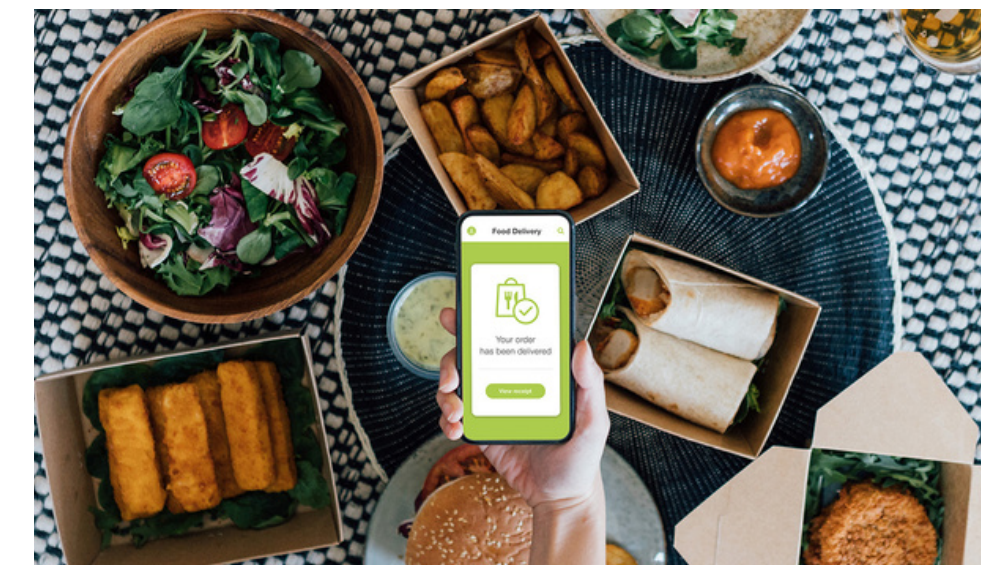
Target customers of pizza baguette will be the casuals. They are mostly single males or females. Most of their daily meals are light and they prefer the option of snacking whenever they feel the hunger. Their vision of food: meals are no longer constructed or linear, meal times are no longer fixed as they follow a nomadic diet.

They frequent bakeries and bakery chains to buy bread, pastries, sandwiches and cakes. They often go to bars and restaurants. They are regular consumers of the snacking offer and delivered foods.

### THE PRODUCT IN RELATION TO TRENDS OF THE CLIENTELE

The product is ready to eat anytime during the day just by heating and confers with the lifestyle of the casuals.

Moreover, the casuals tend to visit hotspots or bakery shops for some part of their daily meal or snacks. They prefer to eat gourmet, soft and rich bakery items and hence we feel the product is will be a viable option for the casuals clientele.





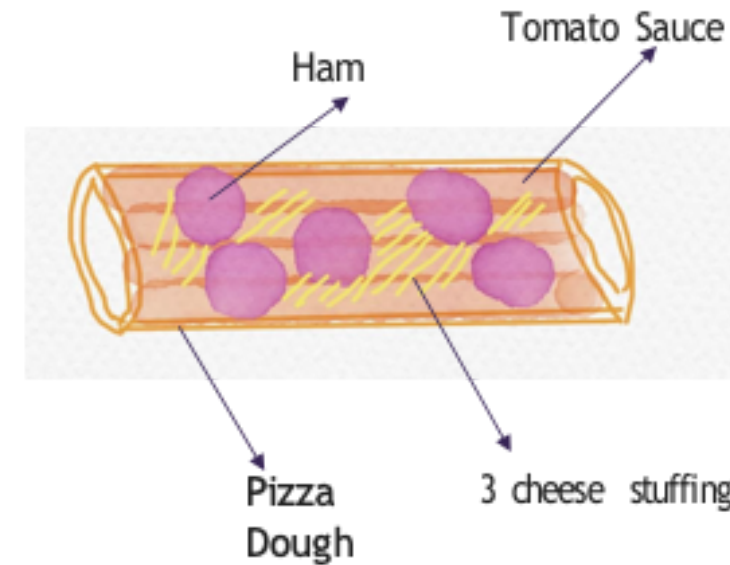
### 3. Origin, Inspiration & Evolution



#### ORIGIN OF THE IDEA

While the project was in its conception phase, we were thinking in the lines of all the products that are popular in France and some traditional bakery products that are consumed most often.

Also France comes in the list of top 5 countries which consumes the maximum pizza per capita, so we decided to work on reinventing the novel pizza .



#### INSPIRATION FOR CONCEPT

When we were deciding on concepts, we chose to develop a product based on traditional pizza which can also relate to the clientele. When thinking of shapes we came up with the idea of making a rolled pizza like a roulade, which is essentially called a "Stromboli". We tried to bake the stromboli but resulted in filling completely oozing out and the bread not holding a shape post bake. That is when we had the idea of the pizza baguette: pizza and baguette both are very common food in the French market. Combining them together putting pizza topping into a baguette shape as a filling can be attractive and easy to consume for the target.



#### EVOLUTION OF THE PRODUCT

When we made the pizza baguette during the production day, the filling went out, we lost most of the filling in the baking process.

We thought it might due to our dough that was over fermented and that the sauce was too liquid, so in the oven the sauce boiled too quickly and oozed out. We tried to put less filling in the baguette and to bake it in different temperatures to lose the less filling possible.

In the end, the process that worked the most was to remove approximately 10% of the initial filling and to cook it in a steam oven at 100°C and then to put it under the salamander to have some coloration. We still lose filling with this process. This process of course modified the texture of the product, with a less crunchy and softer texture.



## 4. Consumer test

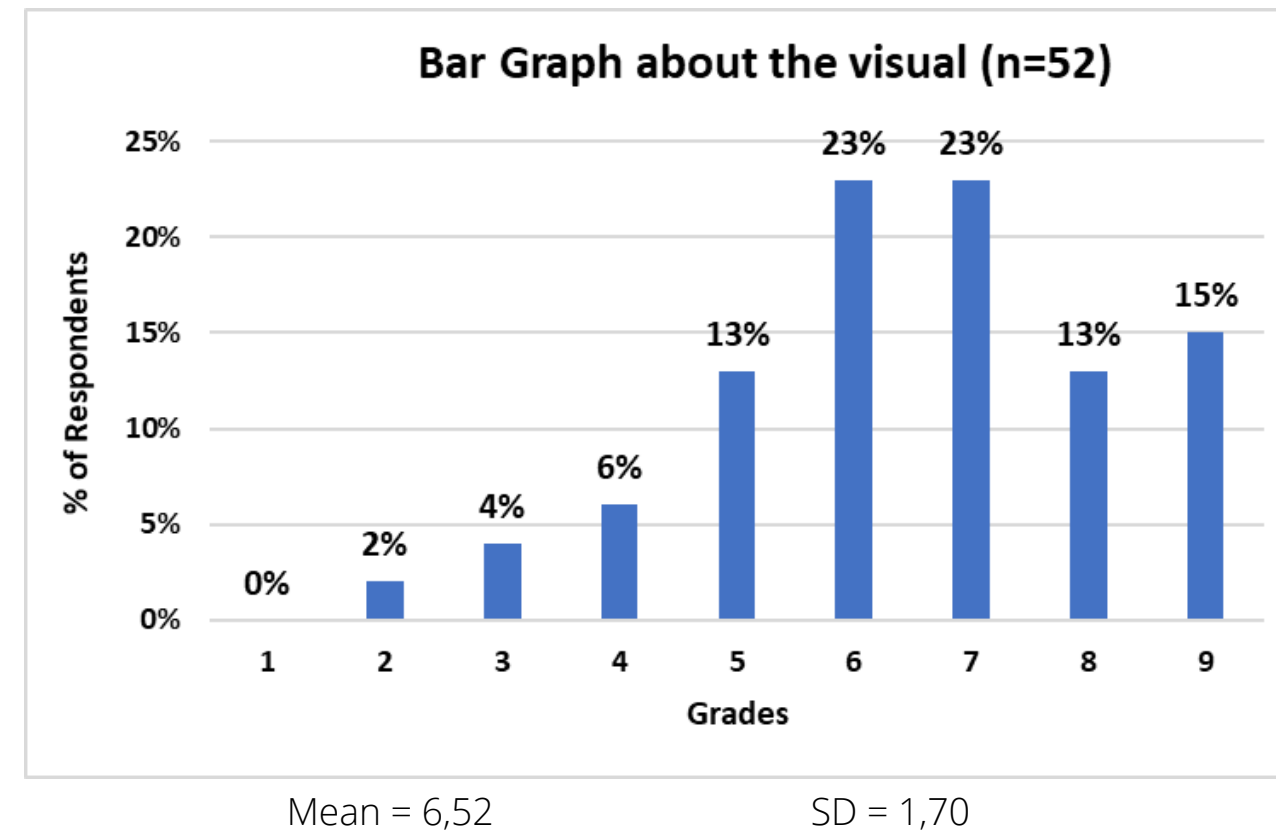
### Visual

The visual is the first impression of the product. So, we wanted to know the opinion concerning the visual to the customers.

Le visuel de ce produit est-il attrayant ?

Pas du tout attrayant 1 2 3 4 5 6 7 8 9 Très attrayant

*\*English: Is the visual attractive for you ?*



As we can see on the graph, the modes are **6** and **7** that means that the majority of the customers answered 6 and 7 (23%). We can highlight that **74%** of the consumers answered 6 or more.

The mean is **6,52**. and the standard deviation is about **1.70**, it is quite low and means that the data are close to the mean and **homogeneous**. In fact, there is not too much low grades in the results.

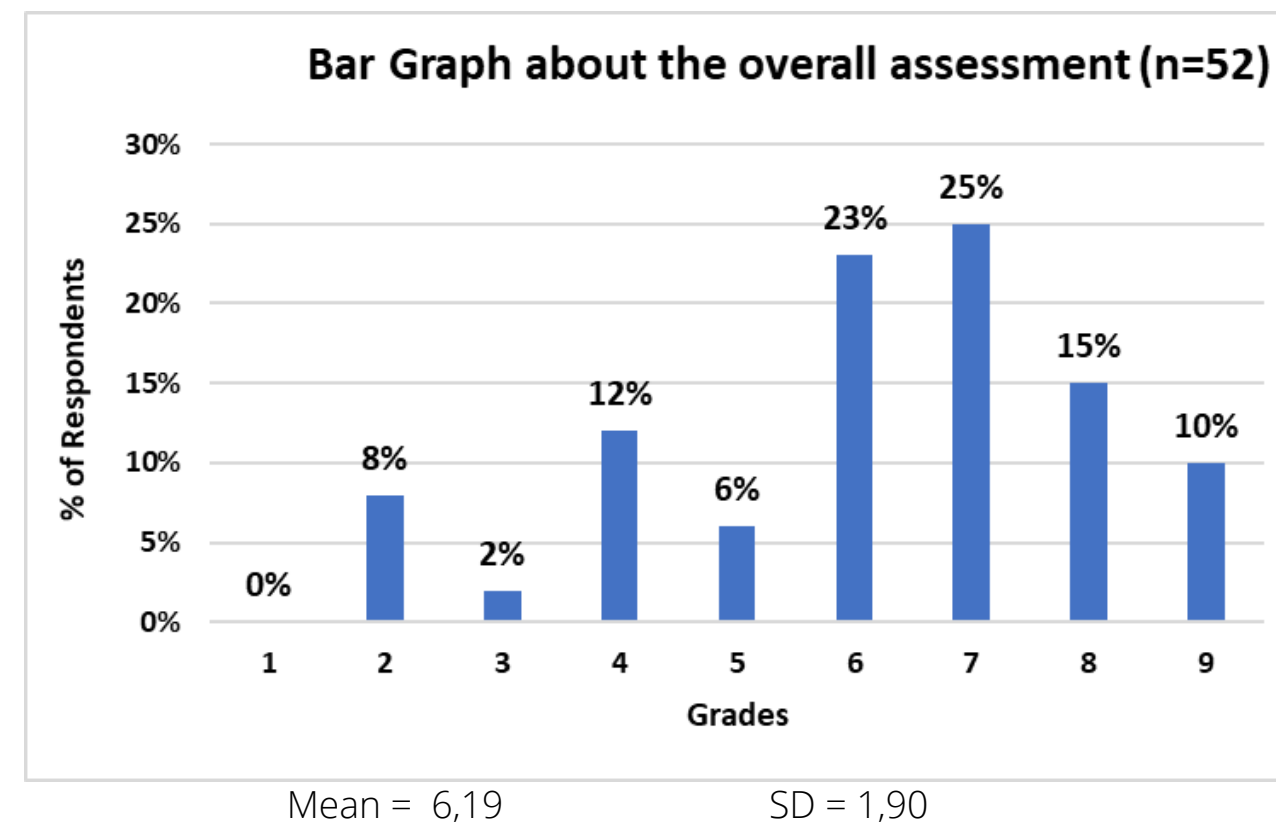
### Overall assessment

In a general way, we asked to the customers if they liked the product or not to analyse the potential of the concept.

A quel point avez-vous aimé ce produit ?

Je n'ai pas du tout aimé 1 2 3 4 5 6 7 8 9 J'ai beaucoup aimé

*\*English: How much do you like this product ?*



As we can see on the graph, the mode is **7** that means that the majority of the customers answered 7 (25%). We can highlight that **73%** of the consumers answered 6 or more.

The mean is **6,19** : the product was appreciated but it was not a huge success.

The standard deviation is about **1.90** which means that the data are pretty close from the mean and there is not a big variance in term of results, they are **homogeneous**.

# 4. Consumer test

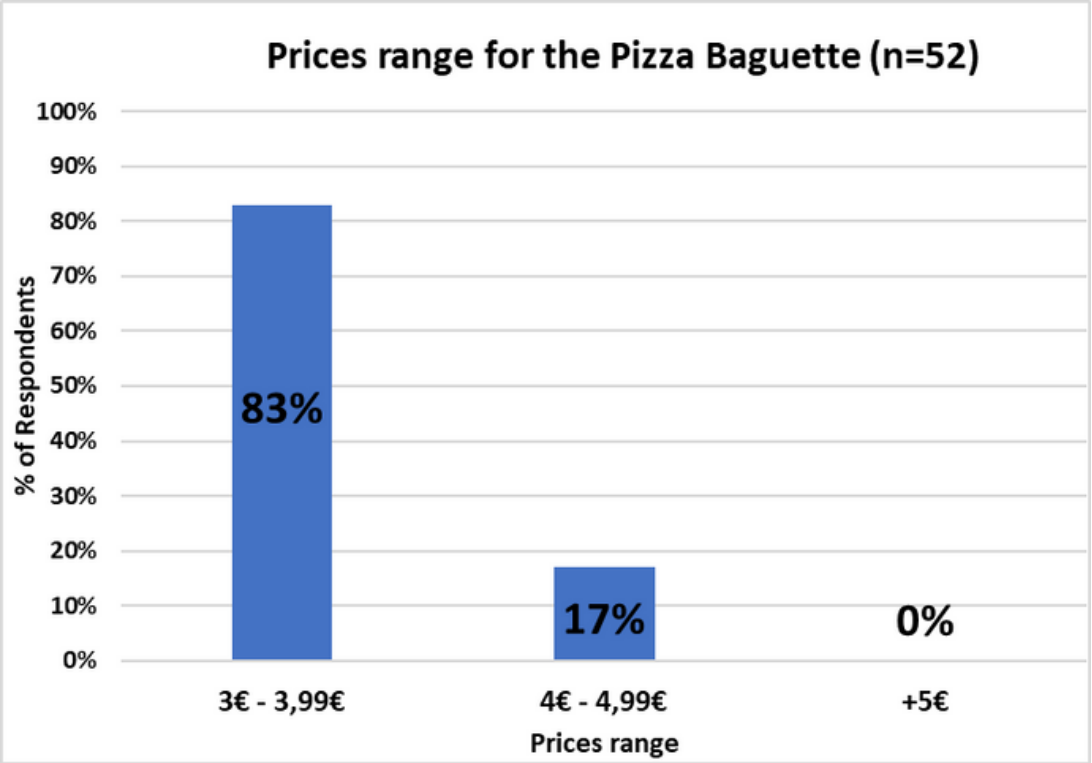
## Price

In order to define the final selling price and also the net margin, we asked the consumers how much they were willing to pay for the cheese corn cannelloni.

Combien seriez-vous prêt à payer pour ce produit ?

- ☐ De 3€ à 3,99€
- ☐ De 4€ à 4,99€
- ☐ Plus de 5€

*\*English: How much would you be willing to pay for this product ?*



Regarding the price, it's unanimous : 83% of the customers are ready to pay between **3€ and 3,99€** for this snack which is the lowest range of prices we proposed. Moreover, the food cost of the product is **0,52€**. So, the net margin would be from **2,48€ to 3,47€** and the multiplying factor from **5,77 to 7,67**. Aryzta multiplies the food cost by 5 to have the selling price: so they have to sell it minimum at 2,60€ which is below that the consumers are willing to pay.

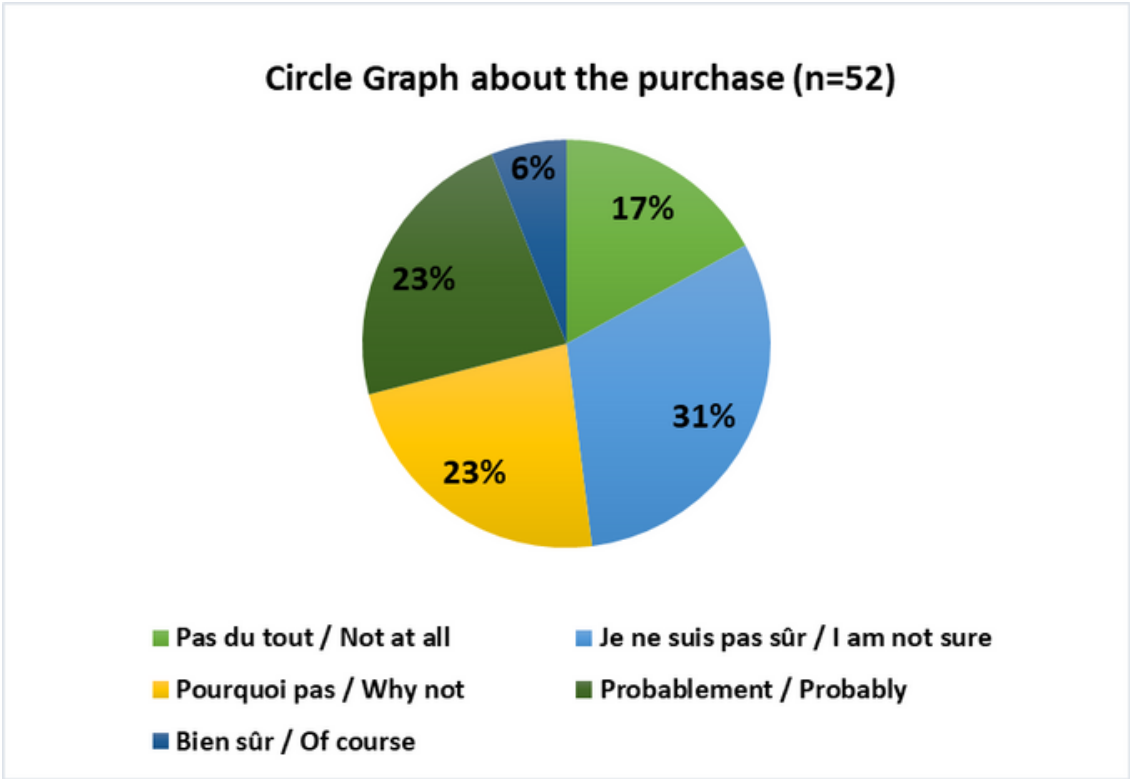
## Purchase

This question is to see the potential of our product, if our target will buy it in the real life

Acheteriez-vous ce produit en tant que snack principal après l'avoir testé ?

- ☐ Pas du tout
- ☐ Je ne suis pas sûr
- ☐ Pourquoi pas
- ☐ Probablement
- ☐ Oui bien sûr

*\*English: Will you buy this product after try it ?*



**17%** of the respondents say that they do **not want** at all to buy this product after try it and **31%** are **not sure**. Moreover, only **6%** say that **obviously** they will buy it, 23% probably and 23% why not.

## Filling

The filling is specific because it was hidden in the pizza dough. It was a real challenge to have the right quantity inside. That is why we wanted to ask the opinion to the customers about it.

Comment qualifieriez-vous la quantité de garniture ?

☐ Il y en a beaucoup

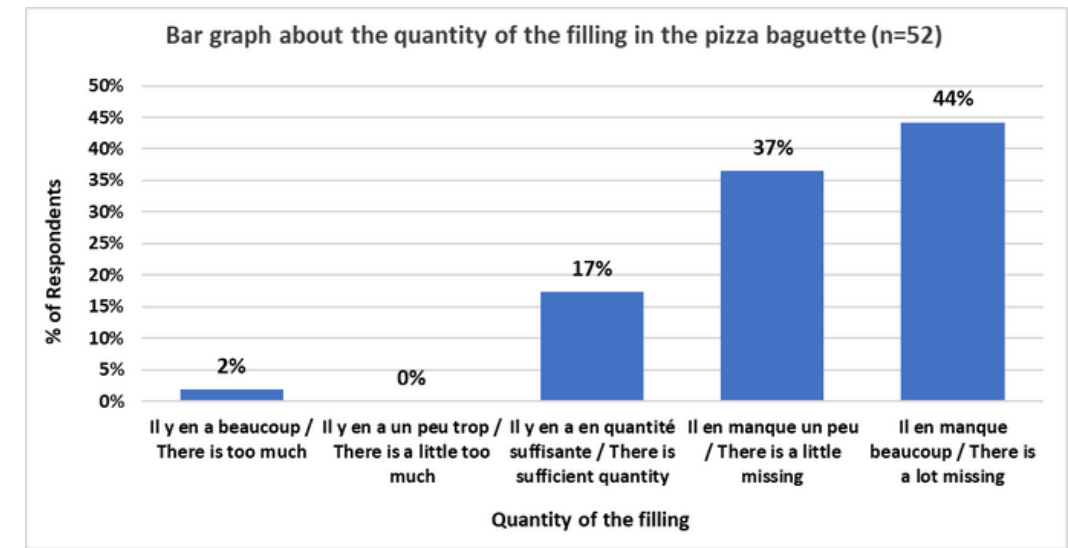
☐ Il y en a un peu trop

☐ Il y en a en quantité suffisante

☐ Il en manque un peu

☐ Il en manque beaucoup

*\*English : How will you qualify the amount of filling ?*



81% of the respondents say that there is **not enough** filling ( 44% say a lot and 37% a little). This question raises a real issue in the product beause only **17%** of the respondents were **satisfied** with the snack which is obviously not enough. In fact, as we saw in the previous slide, we had some issues with the cooking process. In any case, it is complicated to offer a pizza as a baguette with the filling inside which stay in it.

# 4.Consumer test

## Pizza Baguette or Traditional Pizza ?

The goal of this question is to know if the customers, after try the pizza baguette, would rather eat this product than the traditional pizza.

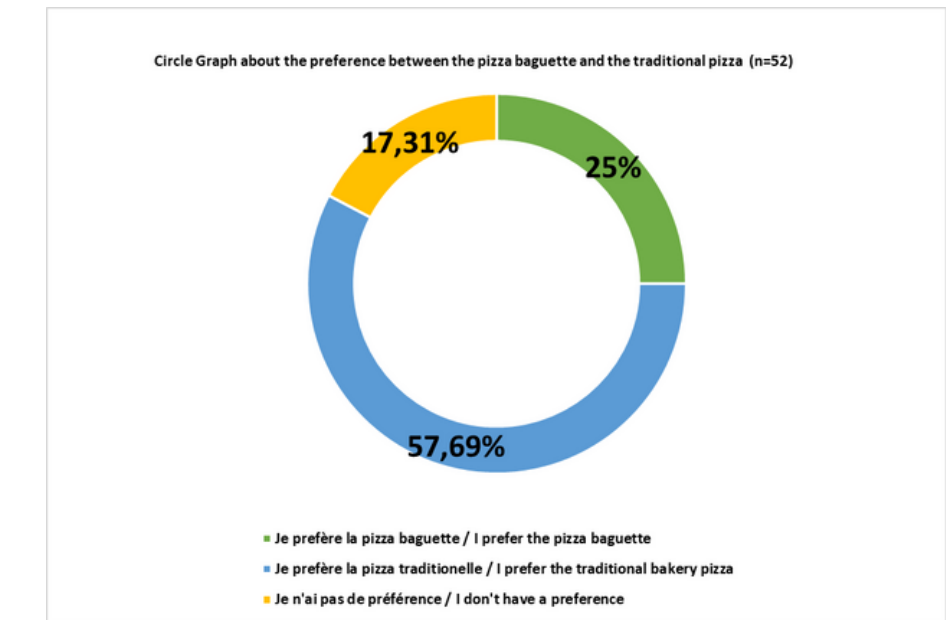
Préférez-vous ce produit à la pizza traditionnelle de boulangerie ?

☐ Je préfère la pizza traditionnelle de boulangerie

☐ Je n'ai pas de préférence

☐ Je préfère la pizza baguette

*\*English : Would you prefet eat the pizza baguette instead of the traditional bakery pizza ?*



The view is pretty unanimous because **58%** would rather eat the **traditional pizza** in the bakery than the pizza baguette. On a other hand, **25%** of the customers prefer the **pizza baguette**

Si vous avez préféré la pizza traditionnelle de boulangerie, pourquoi ?

*\*English: If you have prefered the traditional bakery pizza, why?*

Qualitative data about the consumers that answered to the question above (28 respondents).

**"More filling": 85%** of the respondents referred to the insufficient filling in the pizza baguette that is why they prefer the traditional pizza. In fact, they referred to the unbalance between this filling and the dough which is too important.

**"More crispy": 25%** of the respondents referred to the dryness of the pizza baguette. In fact, they think that the traditional pizza is more cooked, more crispy and so less fat.

**"Best taste": 14%** of the respondents referred to the taste of the traditional pizza which is more delicious and there are many varieties for the fillling. In fact, they think that the pizza baguette is too oily with too much tomato sauce and garlic.

Si vous avez préféré la pizza baguette, pourquoi ?

*\*English: if you have prefered the pizza baguette, why ?*

Qualitative data about the consumers that answered to the question above (17 respondents).

**"Easy to eat": 60%** of the respondents referred to the pratictal aspect of the pizza baguette. In fact, they think that the pizza baguette can be eaten quickly with the hands which is easier than the traditional pizza.

**"Interesting and great concept" : 35%** of the respondents referred to the concept which is innovative and changing compared to the traditional pizza.

**"Not enough filling":** Even if they like the concept and the filling, **23%** of the respondents still referred to the insufficient filling which reduce the sucess of this product.

# Learnings & Adjustments

Consumer Test	<ul style="list-style-type: none"><li>- 44% of the consumers said that there was missing a lot of filling</li><li>- 37% of the consumers said that there was missing a little filling</li></ul>
Learning	<p>The balance betwen the dough and the filling was not appreciated: filling is missing in the pizza baguette</p>
Adjustments	<ul style="list-style-type: none"><li>-The dough of the baguette did not close properly. We should work more on the dough (the temperature and the fermentation) , we need quite some time to finalized the whole process of this product.</li><li>- The sauce was too liquid and oily and boiled to fast in the oven: put less oil in the sauce and make it thicker</li></ul> <p>A solution has tone find concerning the balance with the dough and the filling. The filling has to stay in the pizza during the cooking process: a filling less liquid and oily and a better fermented dough can be the solution.This way we can mentain the bread:filling ratio and save the product from oozing out the filling. Example - Pecorino , Gruyere , Roasted tomato and chicken and basil</p> <p>The comments were positive, they were just disappointed beacause of the lack of filling.</p>



## 5. Marketing strategy

### Moment of consumption



- Can be consumed during lunch or dinner or as a snack while travelling.
- Must be eaten hot.
- Will be sold to business to business, mostly bakery shops.
- Added on to this , the cost of the product is also kept quite affordable which can be sold to B2B businesses or bakery shops.

### Selling price



Referring to the previous part the pizza baguette can be sold at a price range of 3,50€ to 4,00€ (including packaging)

### Marketing strategy



- Social media advertising for Casuals, which are our target customers, use social medias a lot in daily life. They are good channels to launch this product in the market to attract our potential customers.
- Influencers advertising-Cooperating with influencers with plenty of followers is an effective way to popularize this product quickly in the market.

# CONCEPT 3 : SNOWFLAKE CRISP

Dessert snack

# CONCEPT 3 : SNOWFLAKE CRISP



## Main ingredients

**Marshmallow, Biscuits, Dry fruits, Nuts,  
Milk powder**



## Sumarize the concept

*A "variation" of nougat*



## Food cost

***0.63 Euro***

# 1. Recipe presentation

ARYTZA – New Product Development  
« Sweet snacks »

## Snowflake crisp

Recipe for 10 portions



1 portion : 70g

### Ingredients

#### Marshmallow batter 51% :

0,062kg Unsalted butter  
0,308kg White marshmallow  
0,092kg Milk powder

#### Filling 49% :

0,185kg Butter biscuits  
0,062kg White whole almonds  
0,062kg Whole walnuts  
0,038kg Dry apricots  
0,038kg Dry cranberries  
0,038kg Dry figues  
0,015kg Milk powder

### Utensils used

Non-stick pan  
Spatula

### Steps of preparation

#### Step 1 : Marshmallow batter

- In a non-stick pan, with low heat, melt butter, add marshmallow.
- When it's half melted, add milk powder and mix until marshmallow melt completely

#### Step 2 : Topping

- Break the biscuits into little pieces. Cut dry fruits into little pieces.
- Add biscuits, nuts, dry fruits in the pan and mix with melted marshmallow quickly using a spatula. It's done as long as marshmallow stick all ingredients together.
- Remove it from the pan to a tray which has a layer of milk powder. Gently move it and let it cover with milk powder. Shape it to a square.
- Cool it down, cut into long rectangles

The marshmallows give to the product a light and soft texture.

The dry fruits and nuts are traditionally used in Chinese desserts, we thought that the combination of French concepts (nougat) and Chinese ingredients can please our target that are always looking for new taste and texture.

The butter biscuits add crunchy and texture and the dry fruits more fruity taste.

The shape of this product is practical because it can be eaten easily as a snack to give energy throughout the day.

The snowflakes can be industrialised easily, melting marshmallow in a huge container and add in nuts and dry fruits, then cut by machine.



## 2. Target consumer & Trend

### TARGET CONSUMER

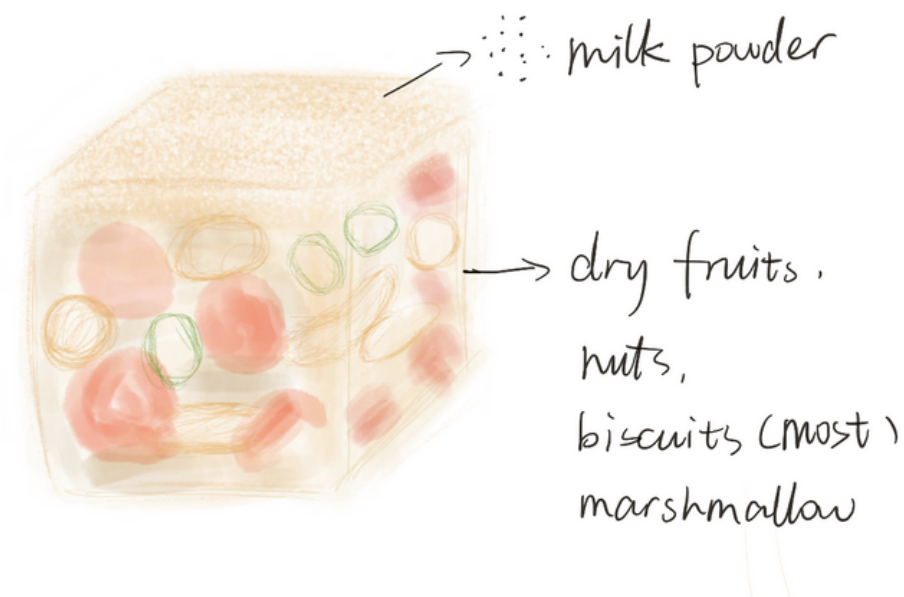
Target customers of snowflake crisps will be explorers. They are mostly young (under 25) and open to the world, willing to discover new tastes and novel food which are originated from distant horizon or other countries. Cooking allows them to offer gourmet trips, to project themselves elsewhere and to share emotions.



### THE PRODUCT IN RELATION TO TRENDS OF THE CLIENTELE

New pastries that can be finished in 2 or 3 bites with small budgets are trends in France. This little snowflake crisps originated from China are similar to nougat, but softer, fruitier, and containing more textures and flavors in a bite. It is an interesting experience for customers to explore their familiar products but with new textures.

### 3. Origin, Inspiration & evolution



#### ORIGIN OF THE IDEA

This product is originally from China. It's popular due to its beautiful appearance and good taste. It's also easy to make and transport.



#### INSPIRATION FOR CONCEPT

During the trials, we thought that it was missing some fruits. So, cranberries were added to give more sour and fruity flavors.



#### EVOLUTION OF THE PRODUCT

Finally, this product is changed to be strip shaped. Because explorers will find it interesting to taste a novel product with the traditional and classic shape.



# 4. Consumer test

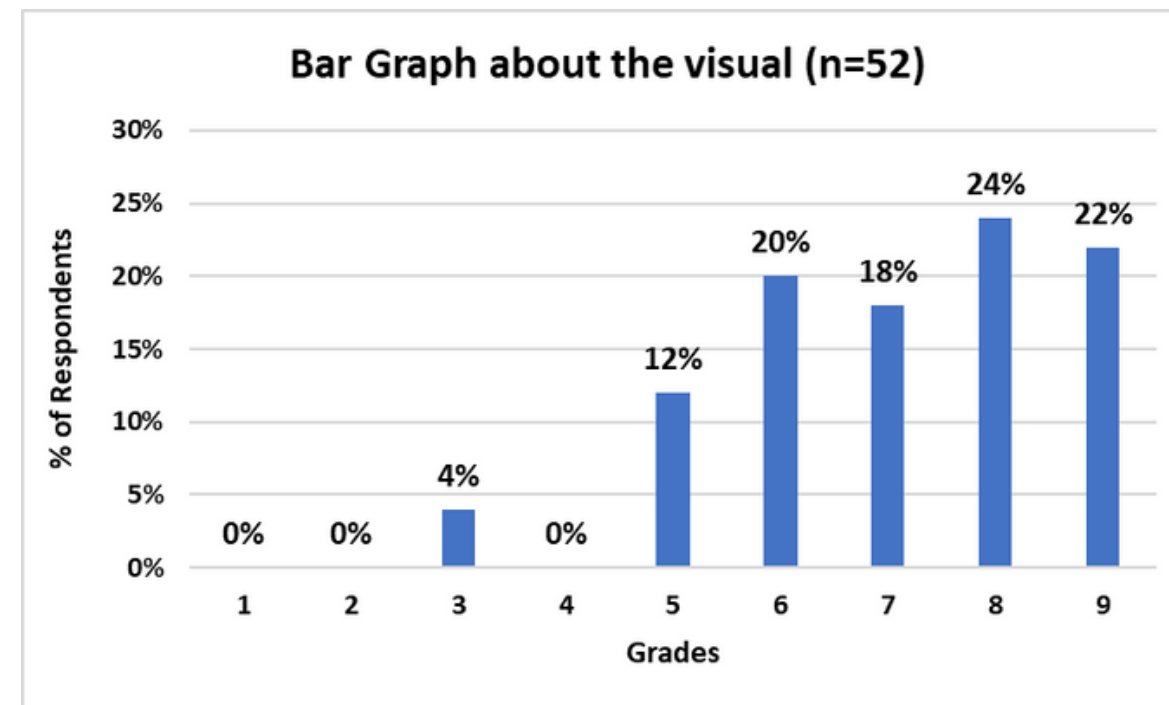
## Visual

The visual is the first impression of the product. So, we wanted to know the opinion concerning the visual to the customers.

Le visuel de ce produit est-il attrayant ?

Pas du tout attrayant 1 2 3 4 5 5 6 7 Très attrayant 8 9

*\*English: Is the visual attractive for you ?*



Mean = 7,08

SD = 1,70

The mode amounts to **8** which means that the majority of the customers answered 8 (24%). The mean is **7,08** and the standard deviation is about **1,70**. The data are pretty close to the mean and not too scattered. In fact, considering the mode and the mean the majority of the answers are **pretty high** which means that the visual of the product is **interesting**.

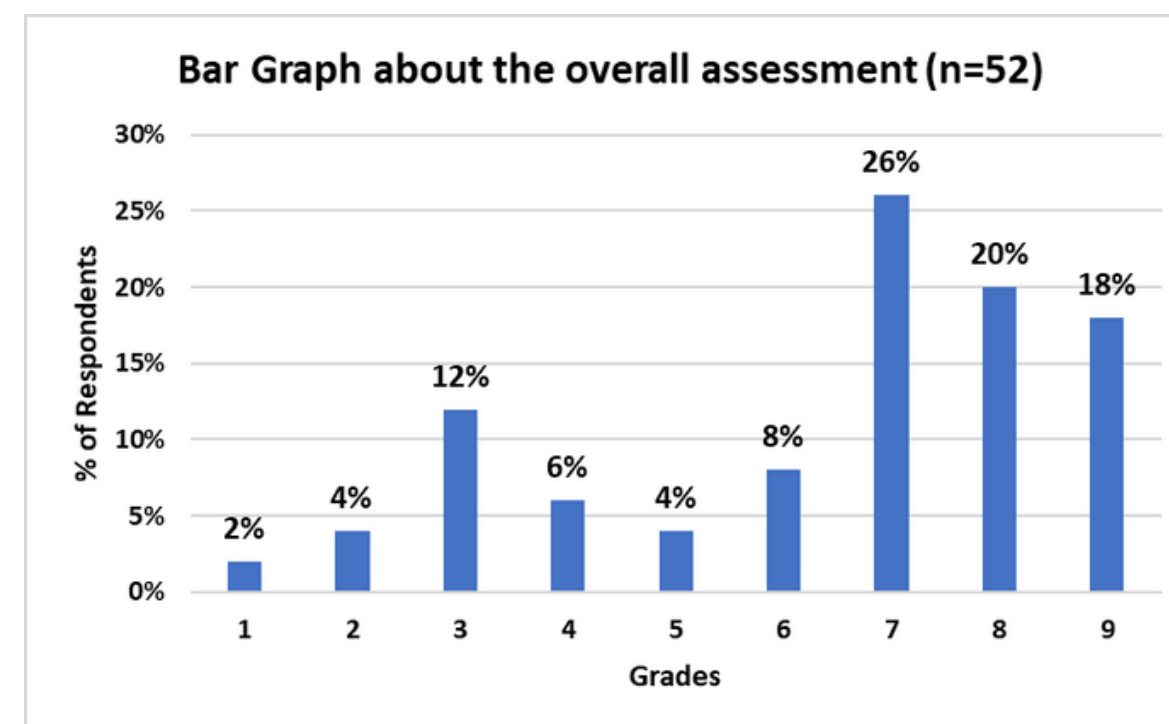
## Overall assessment

In a general way, we asked to the customers if they liked the product or not to analyse the potential of the concept.

A quel point avez-vous aimé ce produit ?

Je n'ai pas du tout aimé 1 2 3 4 5 5 6 7 J'ai beaucoup aimé 8 9

*\*English: How much do you like this product ?*



Mean = 6,42

SD = 2,24

The mode is **7** that which means that the majority of the consumers answered 7 (26%). We can highlight that **64%** of the consumers answered 7 or more. The mean is **6,42** and the standard deviation is about **2,24** which is pretty high: the data are not so close from the mean and are **heterogeneous** that means that either people really liked the product or not really liked the product

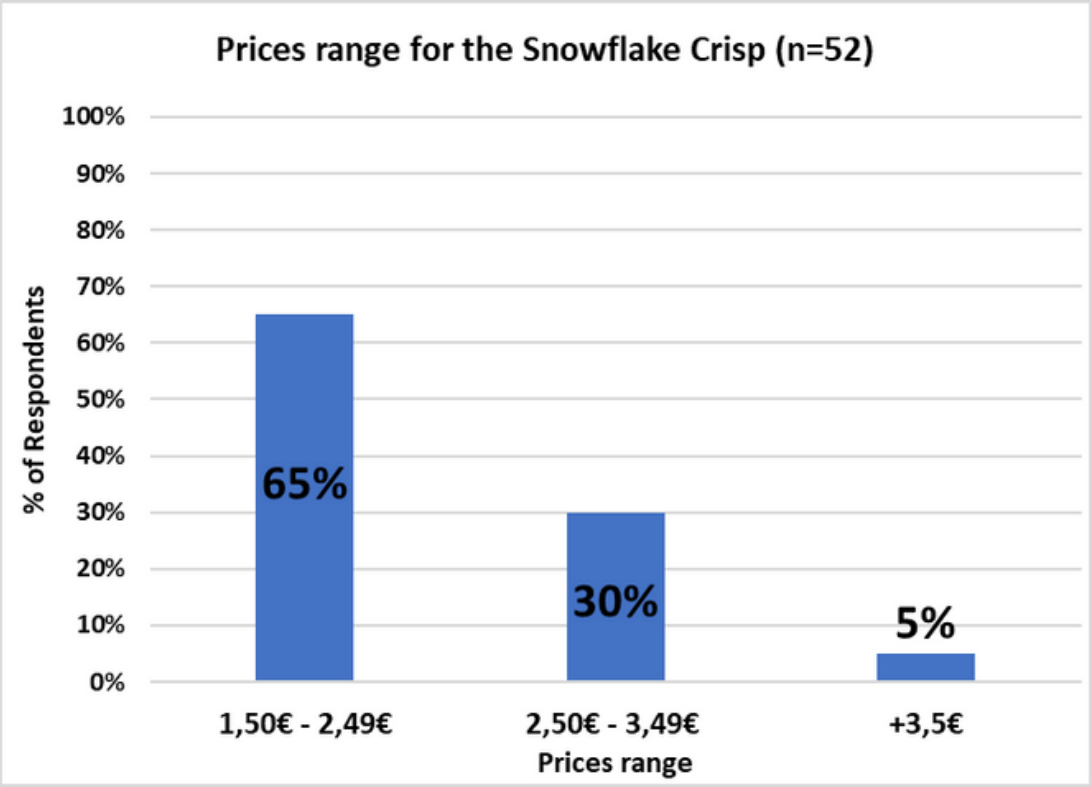
Price

In order to define the final selling price and also the net margin, we asked the consumers how much they were willing to pay for the cheese corn cannelloni.

Combien seriez-vous prêt à payer pour ce produit ?

- ☐ De 1,50€ à 2,49€
- ☐ De 2,50€ à 3,49€
- ☐ Plus de 3,50€

*\*English: How much would you be willing to pay for this product ?*



Regarding the price, it's pretty unanimous : **65%** of the customers are ready to pay between **1,50€ and 2,49€** for this sweet snack which is the lowest range of prices we proposed. Moreover, the food cost of the product is **0,63€**. So, the net margin would be from **0,81€ to 1,86€**. So, the multiplying factor would be around 3, less than 5 the multiplying factor that Aryzta expects.

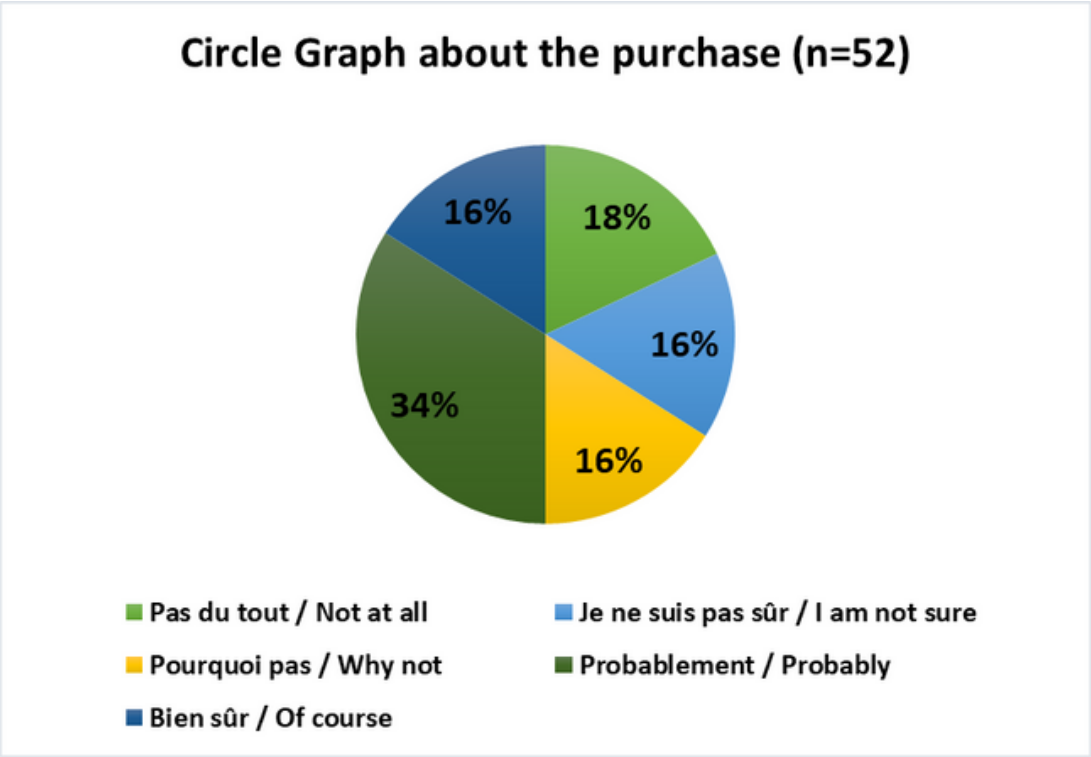
Purchase

This question is to see the potential of our product, if our target will buy it in the real life

Achèteriez-vous ce produit en tant que snack sucré après l'avoir testé ?

- ☐ Pas du tout
- ☐ Je ne suis pas sûr
- ☐ Pourquoi pas
- ☐ Probablement
- ☐ Oui bien sûr

*\*English: Will you buy this product after try it ?*



The majority of the customers (**34%**) said that they will **probably buy** the product after try it. On the other hand, **34%** of them **do not envisage** to buy it after which makes us think about why and how change theirs minds. Moreover, only **16%** of them **are ready** to buy it after which is not very much. There is a lukewarm reaction that we have to consider.



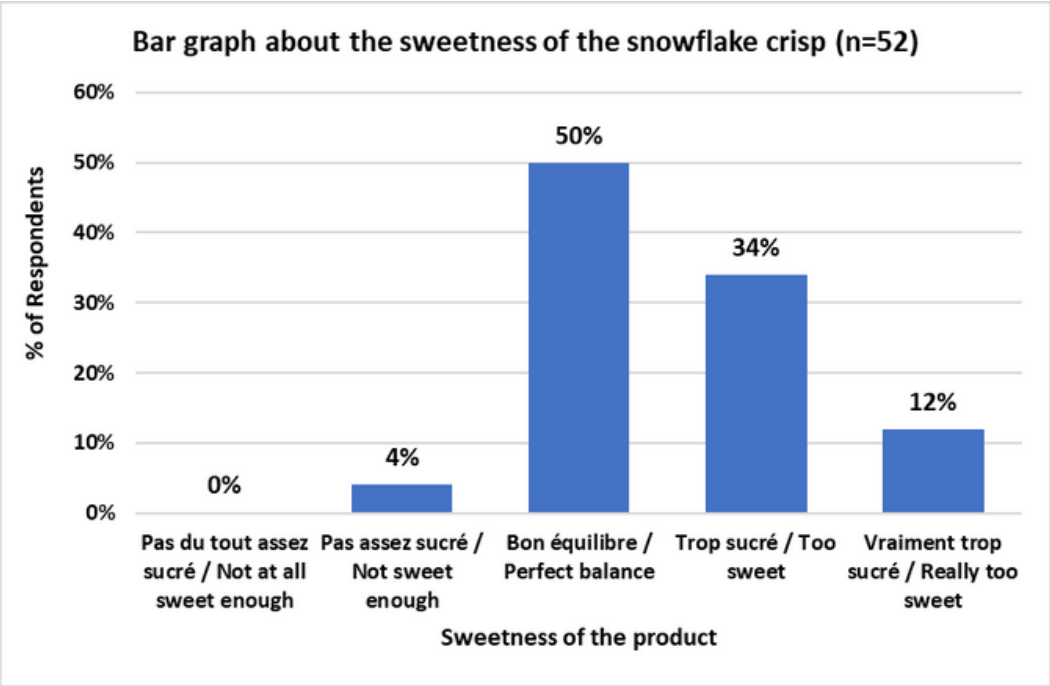
Sweetness

The deserts are less and less sweet. So, it was important for us to ask the customers if the snowflake crisp has a good balance of sweetness.

Comment qualifieriez-vous la sucrosité de ce produit ?

- ☐ Pas du tout assez sucré
- ☐ Pas assez sucré
- ☐ Bon équilibre
- ☐ Trop sucré
- ☐ Vraiment trop sucré

\*English: What do you think about the sweetness of the product ?



50% of the customers said that the snowflake crisp has a **well balance** in term of the sweetness. The rest of the customers think that is **too sweet** (46%).

4.Consumer test

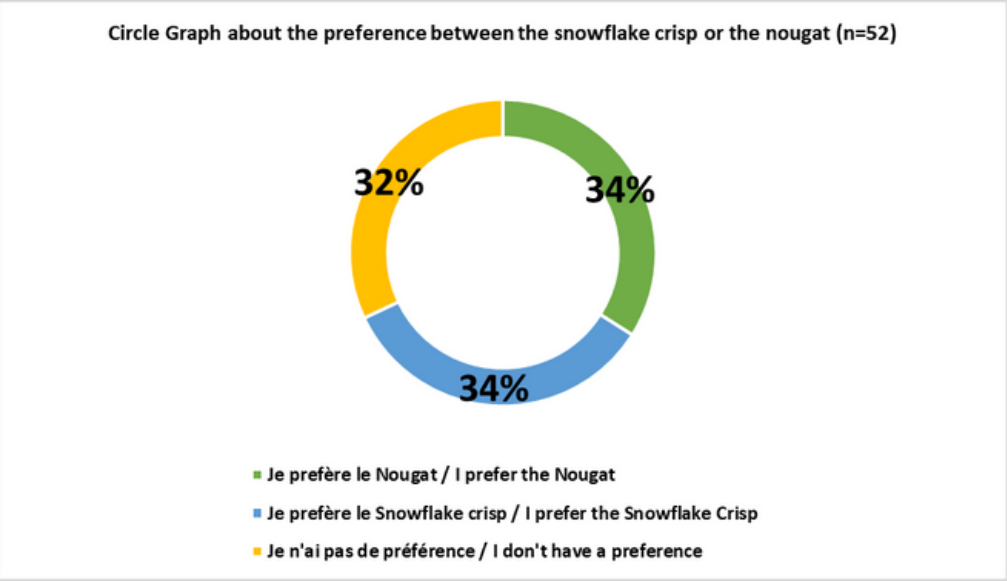
Snowflake crisp or Nougat ?

In term of texture and taste, the Snowflake crisp is similar to the Nougat. So, we wanted to know which of them the customers prefer.

Préférez-vous ce produit au nougat ?

- ☐ Je n'ai jamais testé le nougat
- ☐ Non, je préfère le nougat
- ☐ Je n'ai pas de préférence
- ☐ Oui, je préfère le snowflake crisp

\*English: Do you prefer this product compared to the Nougat ?



The views are mixed because **34%** would rather eat a **nougat**, **34%** prefer the **snowflake crisp** and **32%** do not have a **preference**.

Si vous avez préféré le nougat, pourquoi ?

\*English: if you prefered the nougat, why ?

Qualitative data about the consumers that answered to the question above ( 19 repondents).

**"Too sweet": 37%** said that the snowflake crisp was too sweet compared to nougat.

**"Too heavy": 21%** prefere the nougat because the snowflake was too heavy, a smaller portion would have been interesting.

**"Taste": 21%** preferred the taste of the nougat.

**"Texture": 21%** preferred the texture of the nougat.

Si vous avez préféré le snowflake crisp, pourquoi ?

\*English: if you preferred the snowflake crisp, why ?

Qualitative data about the consumers that answered to the question above (23 repondents).

**"Texture": 61%** of the respondents prefere the snowflake cirsp because of its texture, it is softer and more fondant. They aslo referred that is more pleasant to eat because it is less hard and it does not stick to the teeth. Also they referred that the texture of the marshmallow creates an interesting contrast with the dry fruits and the crunch of the biscuit

**"Less sweet": 26%** said that the snowflake crisp was less sweet than the nougat

**"Original": 13%** referred to the originality of the product

**"Gourmand": 13%** said that the snowflake crisp is more "gourmand" than the nougat

# Learnings & Adjustments

Consumer Test	- 21% preferred the nougat because the snowflake was too heavy.
Learning	The size bothers some customers, too big for eating at once.
Adjustments	<ul style="list-style-type: none"><li>- Making it smaller like bitesize</li><li>- Instead of having 2 pieces per portion, just one could be sufficient.</li></ul>

Consumer Test	- Around 50% of consumers think it's too sweet.
Learning	The snowflake crisp is to sweet.
Adjustments	<ul style="list-style-type: none"><li>- Reducing the quantity of dry fruits.</li><li>- Making marshmallow by ourselves to avoid too much sugar.</li><li>- Reducing the portion</li></ul>

## 5. Marketing strategy

### Moment of consumption



- Can be consumed during lunch or dinner or as a snack while travelling.
- Can be eaten at room temperature.

### Selling price



Referring to the previous part the snowflake crisp can be sold at a price of 2.5€ (including packaging).

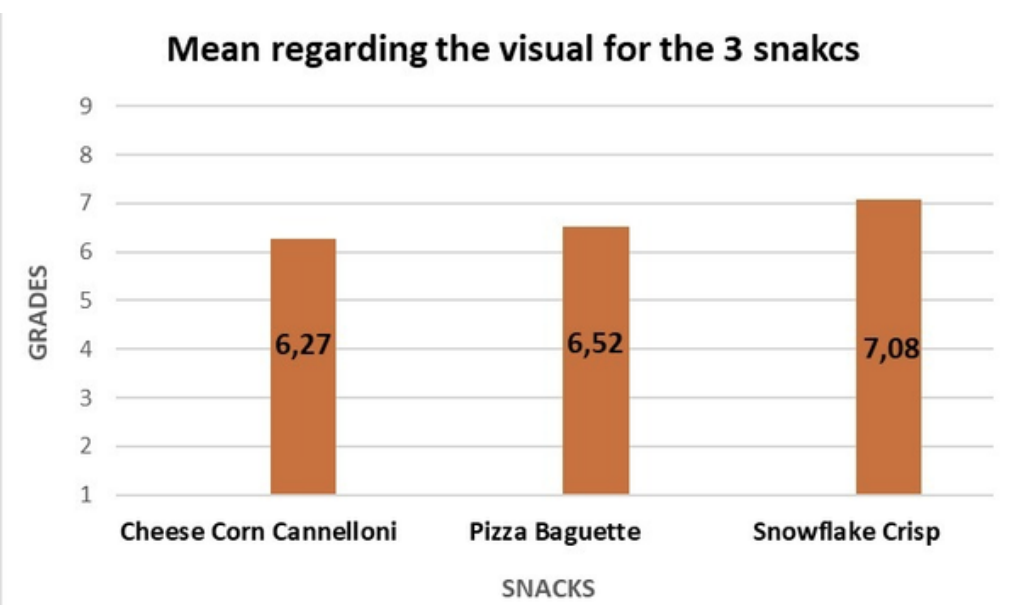
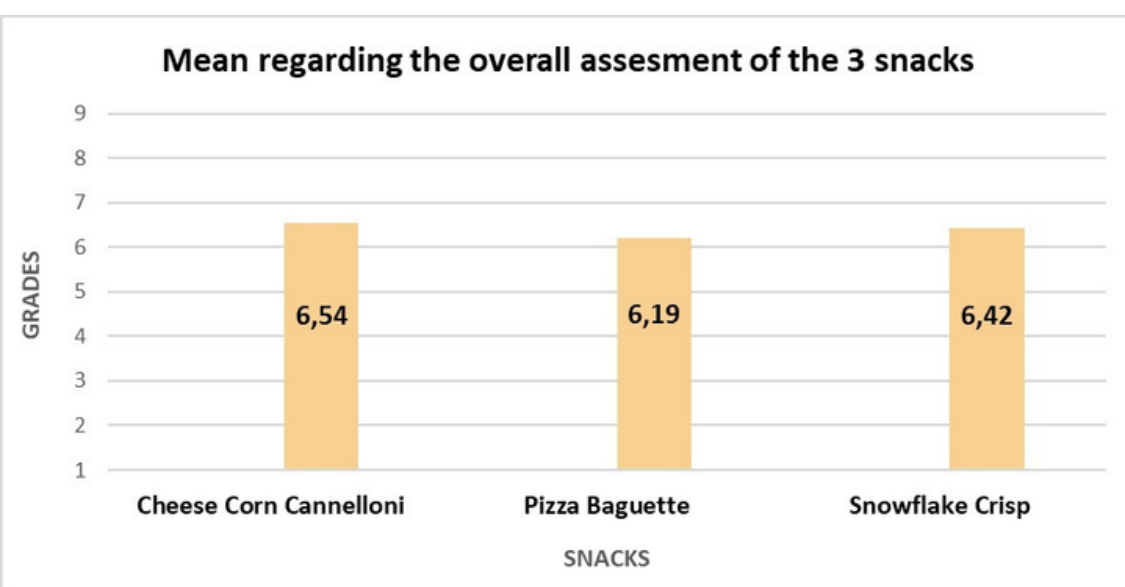
### Marketing strategy



- social media advertising : Explores, which are our target customers, use social medias a lot in daily life. They are good channels to launch this product in the market to attract our potential customers.
- Special offer : the snowflake crisp can be sell with several pieces in a nice packaging (like the nougat bag)

# CONSUMER TEST RESULTS

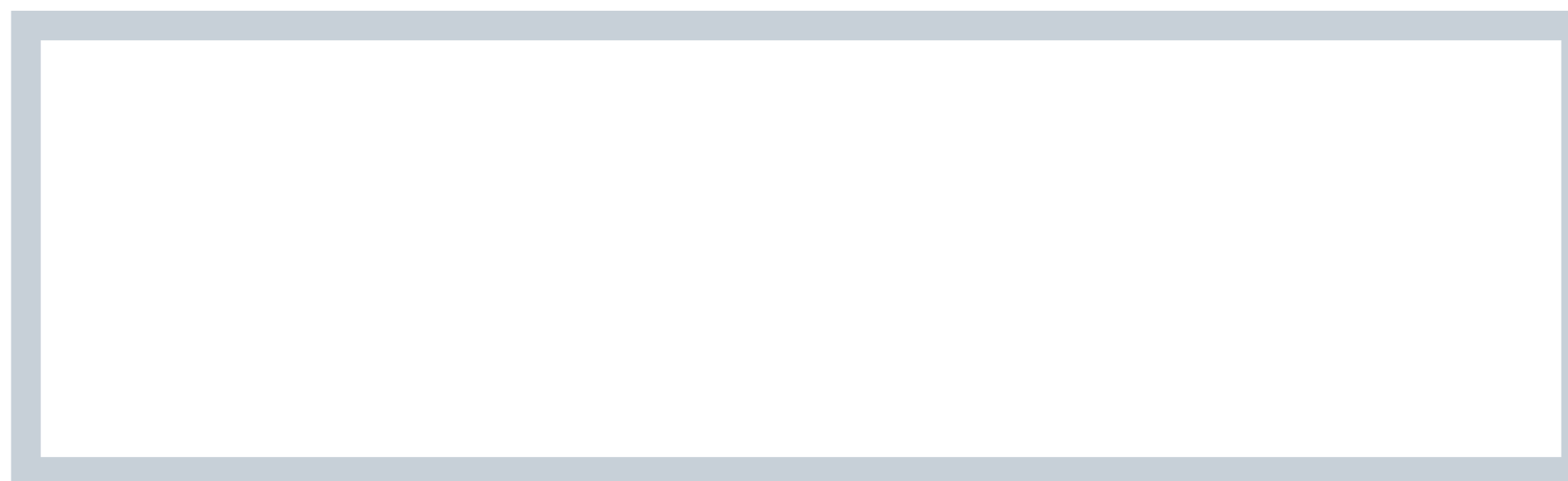







On average, the cheese corn cannelloni was the concept that consumers liked the most, primarily for its interesting filling and taste, but also for its texture and its originality. A little more than a quarter of the respondents did not find the filling interesting because the product was for them too fatty or with an unpleasant taste or a too soft texture. Concerning the visual, it is the concept that was the less attractive. The majority of the consumers could purchase this item after having trying it



On average, the pizza baguette is the concept that customers liked the least. This is mainly due to the very large lack of filling but also to the lack of crispy. More than half of the respondents preferred the traditional bakery pizza. For the one who preferred the pizza baguette is mostly because of the easiness to eat the product and also because they find the concept very interesting. Just the half of the consumers could purchase this item after having trying it.



# CONCLUSION

	<b>Cheese corn cannelloni</b> 	<b>Pizza Baguette</b> 	<b>Snowflake Crisp</b> 
Learnings	<ul style="list-style-type: none"><li>• Regarding the mean of the overall assessment, this product is the most appreciated compared to the others one</li><li>• The texture is too soft</li><li>• The cheese corn cannelonni is too greasy</li><li>• Readjust taste and texture</li></ul>	<ul style="list-style-type: none"><li>• Regarding the mean of the overall assessment, this product was the less appreciated compared to the others one</li><li>• The balance between the dough and the filling was not appreciated: filling is missing in the pizza baguette</li></ul>	<ul style="list-style-type: none"><li>• The size bothers some customers, too big for eating at once.</li><li>• The snowflake crisp is too sweet.</li><li>• Regarding the overall assessment, this product has the responses which are the most heterogeneous that means either it's "coup de coeur" or it was really not to their taste</li></ul>
Our conclusion on the concept	<p>This finger food has an interesting shape and original taste which create a good concept. We can rework on the filling in order to fit more with the consumption habits of the French people.</p>	<p>This idea of mixing the pizza and the baguette is very appreciated by the customers and also the practical aspect.</p> <p>Even if the filling is missing, they liked the concept and the food pairing.</p> <p>But we still have an issue with the filling and it was complicated to handle it. We solved the problem during kitchen session but the result we obtained was not our expectation.</p>	<p>Regarding the consumer test, it was the most appreciated product we offered.</p> <p>So, this desert snack was a good and innovative idea.</p> <p>There was an unbalance with the sweetness and the portion that we have to focus on.</p>
Next Steps	<p>New kitchen trials: try to make a shredded beef instead of the meat floss and put less bechamel sauce in order to have the meat texture.</p> <p>New consumer test to be sure that the texture and taste are appreciated and fit better to the expectation of the target</p>	<p>New kitchen trials : change the texture of the filling (to be less liquid) and the thickness of the dough</p> <p>So, if the balance between the filling and the dough is well done, the product could be a real success.</p>	<p>New kitchen trials : remove dry fruits and reduce portion</p>

# APPENDIX