



## Project 3.5.2

The proof of the pudding! Development of a range of luxury puddings

**A well-known manufacturer of a range of puddings approached the University's Food Innovation team to assist in the development of an increased range of luxury puddings.**

It was soon established that the type of puddings and continental desserts made by the Company are primarily consumed by the more affluent AB social group consumers, but this group also has strong reservations about the consumption of such rich food products. AB social group consumers are most likely to choose healthier fruit-based products and have the spending power to choose top quality brands.

Our brief was to assist with the development of three to four new products and, after suggesting some 15 ideas, the client selected four to develop to market. The work has been successfully achieved with the joint development of a new concept brand with new ideas for sponge-based puddings, fruit crumbles, bread and butter puddings and some

speciality products (e.g. Rosewater and Lemon Panna Cotta).

The development of the products required researchers to use innovative ingredients while assuring good taste, texture and appearance. The viability of manufacturing the newly developed products in existing facilities was also assessed.

### Taste tests

In a further step, the Food Innovation team carried out full consumer acceptance for the products using the University's own full taste panel facilities. The Company has been delighted with the new products and some are already available on the market.

The value of using a development team from outside the Company helped particularly with the innovation concept. One of the products developed - Chocolate and Beetroot Sponge - proved very successful. It is unlikely that the Company alone would have tried this



**Above:** New ingredients included beetroot used with chocolate

combination as the internal concept for new products was much more focused on traditional, sweet components.

The wide range of packaging expertise at the University has also made it possible to assist with a new and exciting packaging concept for the new products. This, along with the innovative recipes, has created a high profile and upmarket brand of puddings that are able to command a premium price in the market place. The products have since found markets in a range of the high-end supermarket chains.



### **The Food Innovation programme**

This project is part of the University's £1.3m Food Innovation programme. Funded by the Higher Education Funding Council for England (HEFCE), the food innovation programme is designed to help companies respond to the business growth opportunities created by the healthy eating agenda.

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