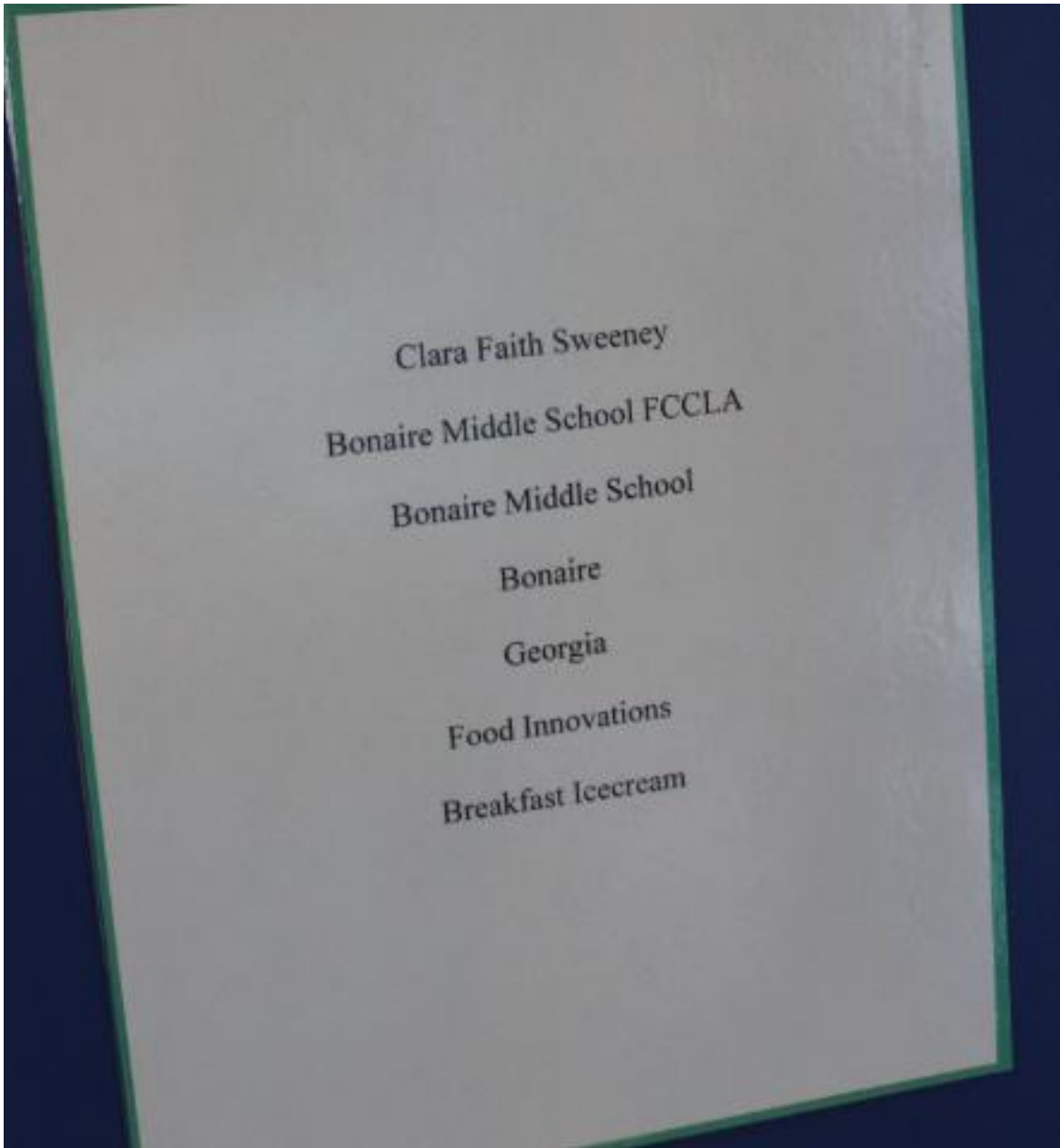
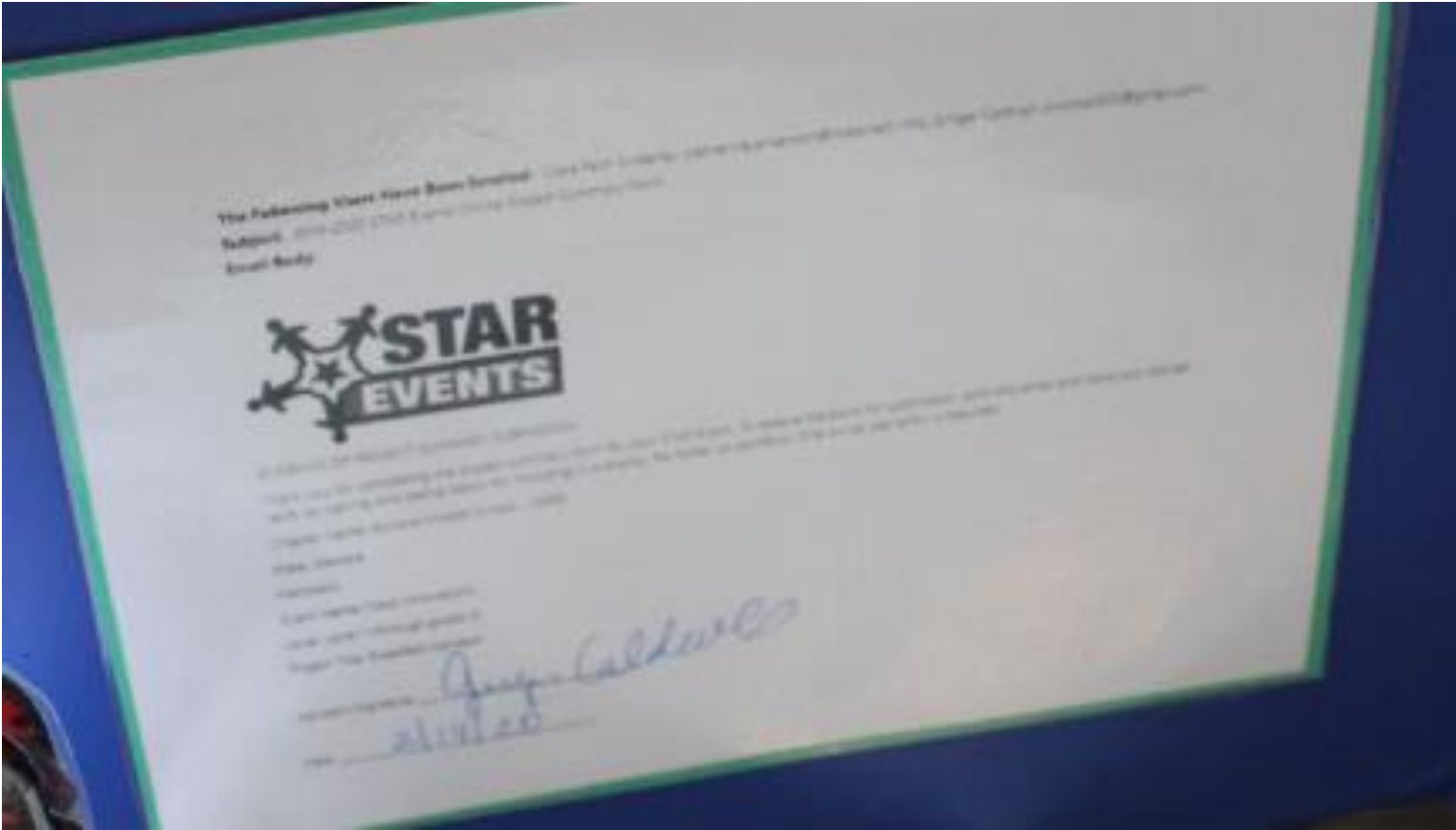


FOOD INNOVATIONS-Level 1-Clara Sweeney

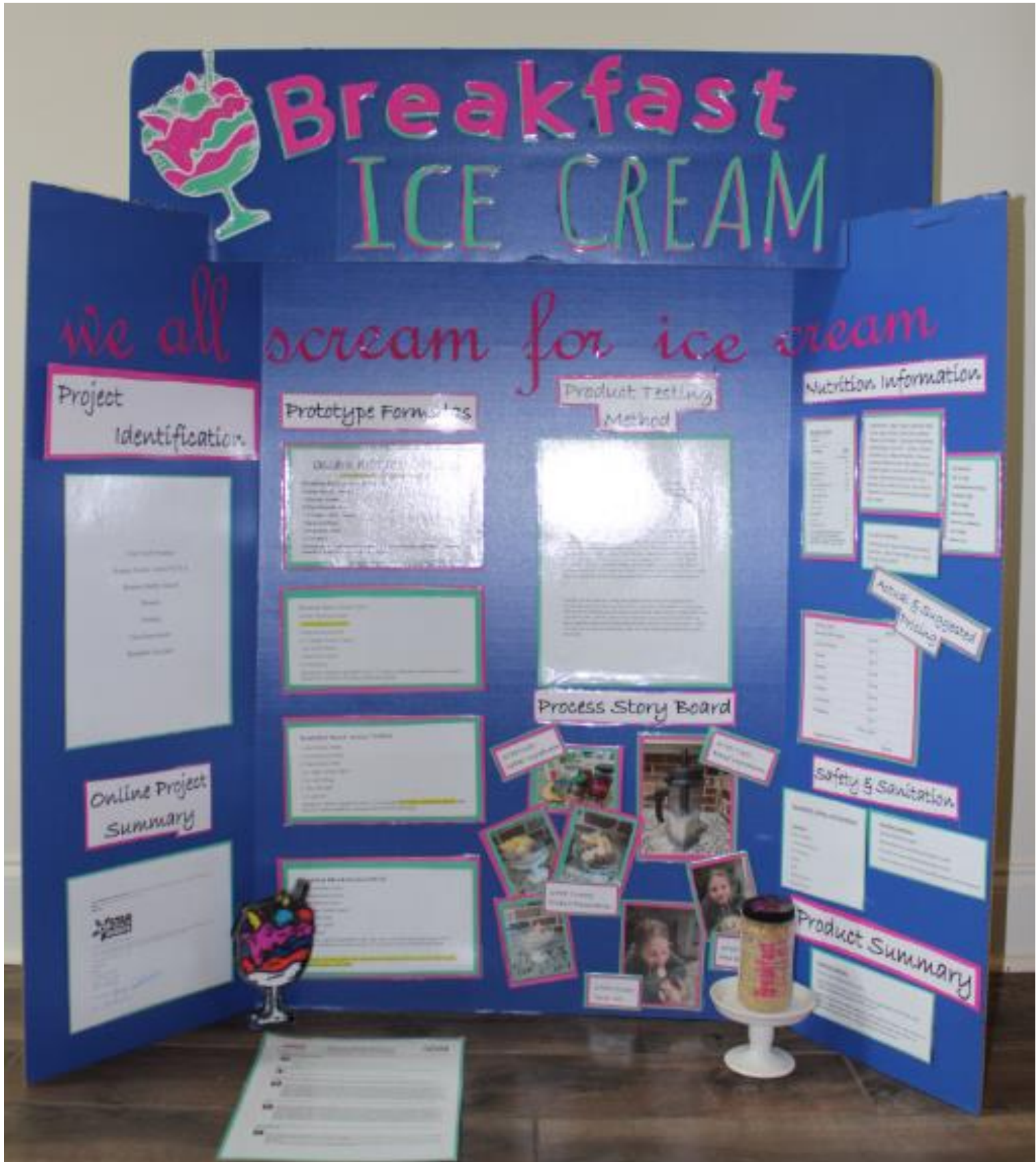
Project ID page



Submission Proof



Front view of Display Board



Back view of Display Board



FCCLA Planning Process Summary Page



FCCLA Planning Process Summary Page Template



(This template may be modified, but all headings must be used in the correct order. The FCCLA logo, STAR Events logo, and Planning Process graphics are encouraged but not required.)

IDENTIFY CONCERNS



There is not enough easy to make, ready to go, plant-based breakfast options.

SET A GOAL



My goal is to make a wider variety of easy to make, ready to go, plant-based breakfasts.

FORM A PLAN (WHO, WHAT, WHEN, WHERE, HOW, COST, RESOURCES, AND EVALUATION)



First, develop a recipe using unique ingredients to create a product with a complex flavor profile and added health benefits. Examples include chia seeds (fiber), almond butter (protein) and local honey (probiotics) among other things. Then I planned for the cost by researching local brands, sales and costs needed for each ingredient of the recipe. Account for the costs by babysitting my younger siblings to offset the initial costs. Several weeks before the regional STAR event competition, begin testing the recipe using a Vitamix blender. A total of three prototypes will be developed and tested. The first will be tested on my family. The second will be tested on my neighbors and the third will be tested on friends. Feedback will be received by taking notes during taste tests and asking the following questions: What do you like about the Breakfast Blend. What do you dislike? Is there something you would add or take away from the Breakfast Blend? The second and third prototypes were modified based on the feedback from each previous taste test.

ACT



I developed a recipe using unique ingredients and created a product with a complex flavor profile and added health benefits. Examples include chia seeds (fiber), almond butter (protein) and local honey (probiotics) among other things. Then I planned for the cost by researching local brands, sales and costs needed for each ingredient of the recipe. Account for the costs by babysitting my younger siblings to offset the initial costs. Several weeks before the regional STAR event competition, I began testing the recipe using a Vitamix blender. A total of three prototypes were developed and tested. The first was tested on my family. The second was tested on my neighbors and the third was tested on friends. Feedback was received by taking notes during taste tests and asking the following questions: What do you like about the Breakfast Blend. What do you dislike? Is there something you would add or take away from the Breakfast Blend? The second and third prototypes were modified based on the feedback from each previous taste test.

FOLLOW UP



The initial taste test the feedback I received was that the consistency needed to be improved. This was accomplished by increasing the amount of frozen bananas in the blend.
The second taste test feedback led me consider using the granola as a garnish instead of blending it in with the other ingredients.
The third taste test caused me to look at serving options for the Breakfast Blend, such as the choice between blending into a smoothie or enjoying as a stirred parfait type breakfast.

ORIGINAL PROTOTYPE FORMULA(S)

ORIGINAL PROTOTYPE FORMULAS

INDICATES CHANGES MADE TO ORIGINAL RECIPE

Breakfast Blend Version ORIGINAL

6 slices Peaches, frozen

½ Banana, frozen

2 Tbsp Almond butter

½ C Vegan Vanilla Yogurt

1 tsp Local Honey

1 Tbsp Chia seeds

¼ C Granola

Directions: Add all ingredients and 1 C ice to a blender and blend on medium speed for 2 minutes. Pour into bowl and enjoy!

Breakfast Blend Version TWO

6 slices Peaches, frozen

1 Whole Banana, frozen

2 Tbsp Almond butter

½ C Vegan Vanilla Yogurt

1 tsp Local Honey

1 Tbsp Chia seeds

¼ C Granola

Directions: Add all ingredients and 1 C ice to a blender and blend on medium speed for 2 minutes. Pour into bowl and enjoy!

Breakfast Blend Version THREE

- 6 slices Peaches, frozen
- 1 Whole Banana, frozen
- 2 Tbsp Almond butter
- ½ C Vegan Vanilla Yogurt
- 1 tsp Local Honey
- 1 Tbsp Chia seeds
- ¼ C Granola

Directions: Add all ingredients and 1 C ice to blender **BUT reserve Granola for garnish** and blend on medium speed for 2 minutes. Pour into bowl and enjoy!

Breakfast Blend Version FOUR

- 6 slices Peaches, frozen
- 1 Whole Banana, frozen
- 2 Tbsp Almond butter
- ½ C Vegan Vanilla Yogurt
- 1 tsp Local Honey
- 1 Tbsp Chia seeds
- ¼ C Granola

Directions: Add all ingredients and 1 cup of ice to blender but reserve granola for garnish and blend on medium speed for 2 minutes. Pour into bowl and enjoy!

Alternative serving option: Stir ingredients in bowl and add in granola while mixing. Eat with a spoon and enjoy!

PRODUCT TESTING METHOD

Product Testing Method

Product Testing Method

Test #1- I Prepared original recipe for my four siblings and two parents, as a Saturday morning breakfast meal. The feedback that I received claimed that the texture of the Breakfast blend wasn't as thick as they would've liked. Some positive things they said about the blend was that the flavor was very good, and my Dad said that it gave him a protein boost for the rest of the day.

Test #2- I Prepared the recipe version two for several families (five adults and eight children) in my cul-de-sac as a breakfast alternative to what the families usually prepare. The feedback I received was that the granola in the smoothie bowl did not blend as well as they would've liked. Some positive feedback was that one of my neighbors appreciated the chia seeds because of the fiber and protein and because she doesn't see them used as much as she would like in average breakfasts. One of the children in my neighborhood said they liked it because it was like "a breakfast ice cream". Another parent in the cul-de-sac said that they liked the local honey because it helps him with his seasonal allergies.

Test #3- For the final test I made the recipe version three for a group of my friends (five girls from the seventh grade). One piece of feedback I received was that one of my friends said she would prefer the Breakfast Blend "unblended" and just stirred, like a parfait. Some other feedback I received was that the flavors went together really well and the almond butter gave it a nice nutty taste. I have a friend who is lactose intolerant as well and they really appreciated that it was dairy free.

PROCESS STORYBOARD

The storyboard is a collage of five photographs, each with a handwritten label in a pink-bordered box. The background is a solid blue color. The photos are arranged in a roughly circular pattern.

- STEP ONE: Gather Ingredients**: A photograph showing various ingredients on a granite countertop, including a banana, a jar of peanut butter, a jar of chia seeds, a container of protein powder, and a bag of Nature Valley cereal.
- STEP TWO: Blend Ingredients**: A photograph of a black blender filled with a white mixture, sitting on a granite countertop.
- STEP THREE: Product Presentation**: A photograph of a white pedestal dish containing a bowl of the prepared mixture, topped with sliced bananas and other ingredients.
- STEP FOUR: Taste Test**: A photograph of a young girl with red hair, wearing a grey hoodie, eating from a bowl of the mixture with a spoon.
- STEP FIVE: Feed Back**: A photograph of the same young girl smiling and holding up a bowl of the mixture.

Additional text visible in the storyboard includes "ntation" and "ntation" written on yellow sticky notes.

NUTRITION INFORMATION

Nutrition Information

Nutrition Facts

Serving size: 1 cup

Servings: 2

Amount per serving

Calories 295

% Daily Value*

Total Fat 12.3g	16%
Saturated Fat 1.2g	6%
Cholesterol 0mg	0%
Sodium 11mg	0%
Total Carbohydrate 44.2g	16%
Dietary Fiber 5.8g	21%
Total Sugars 26.3g	
Protein 6.6g	
Vitamin D 0mg	0%
Calcium 58mg	4%
Iron 3mg	14%
Potassium 406mg	9%

*The % Daily Value (DV) tells you how much a nutrient in a food serving contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Net weight: 8oz

Ingredients: Vegan Yogurt (Almond Milk, Cane sugar, Pectin, Citric Acid, Natural Flavor, Cal Citrate, Tricalcium Phosphate, Vanilla Bean, Live and Active Cultures, Vitamin D2), Organic Peaches, Banana, Granola (Whole Grain Oats, Sugar, Soy, Protein Isolate, Canola Oil, Refiners Syrup, Honey, Rice Starch, Soy Lecithin, Salt, Baking Soda, Natural Flavor, Corn Starch, Vitamin E), Dry Roasted Almonds, Honey, Chia Seeds

ALLERGY WARNING:

CONTAINS SOY, MAY CONTAIN ALMOND, CASHEW, AND OTHER TREE NUTS, MILK, PECAN AND WHEAT

NUTRIENTS:

Fat (12.3g)
Carbohydrates (44.2g)
Protein (6.6g)
Fiber (5.8g)
Calcium (58mg)
Potassium (406mg)
Iron (3mg)
Water (Ice)

EQUIPMENT, SAFETY AND SANITATION

safety & sanitation

Equipment, Safety, and Sanitation

Equipment:

One tablespoon
¾ Cup measuring cup
One teaspoon
Spoon
Knife
Small glass bowl
Vitamix blender

Sanitation precautions:

Washed hands thoroughly
All equipment was sanitized and properly stored
All serve ware was sanitized and properly stored
Wore an apron and a hair covering while preparing and serving food

PRODUCT SUMMARY

Product Summary

Product summary

Product Name: Breakfast Ice cream

Target Market: Children and adults who are vegan and/or want a fast, easy, healthy breakfast that people will like and eat.

Appeal of product to target audience: The breakfast ice cream is easy and fast to make, is a grab and go kind of breakfast, contains all vegan and cruelty free ingredients and kids will like it because it is just like ice cream.

ACTUAL AND SUGGESTED PRICING

Actual & Suggested Pricing

Actual Cost:	\$4.04
Almond Milk Yogurt	\$1.49
Almond Butter	\$0.17
Honey	\$0.22
Banana	\$0.25
Granola	\$0.34
Peaches	\$0.63
Chia Seeds	\$0.19
Packaging	\$0.75
TOTAL	\$4.04
Suggested Retail Price:	\$4.99

DESIGN EFFECTIVENESS



MARKETABILITY

