

## Ingredients:

My little pie slice

1x sheet frozen shortcrust pastry

## Apple filling

400g can sliced pie apple

1/4 cup caster sugar

1/4 teaspoon ground cinnamon

1/2 teaspoon vanilla extract

1/2 cup frozen mixed berries

## Crumble topping

1/2 cup plain flour

2 tablespoons caster sugar

50g butter, chilled, chopped

2 tablespoons slivered almond and pine nut mix

## Method

**Make filling:** Place the apple, berries, lemon juice, sugar, cinnamon and vanilla in a bowl and toss to combine. Spoon over pastry

**Make crumble topping:** Make topping: Place flour, sugar and butter in a bowl. Rub butter into flour until mixture resembles fine breadcrumbs. Stir in almond mixture. Sprinkle over apple filling

Place pie on a baking tray. Bake for 50 minutes or until heated through and golden (cover with foil if over-browning).



## Survey

Name:

1. Does a sweet or savoury pie most tempt you?
2. Which out of the following would you be happy to eat in a pie all year round
  - A) Mixed berries
  - B) Apple
  - C) Apple and mixed berries
3. What pie jumps out
  - A) Sweet raspberry tart
  - B) Classic apple pie
  - C) Apple, berry and cinnamon crumble pie
4. Do you like your pie hot or cold
5. Would you prefer a mini pie in the shape of a cupcake or a slice of pie
6. Which would you choose to accompany your pie
  - A) Warm/ or cold custard
  - B) Ice cream
  - C) nothing
7. Which tickles your tastebuds the most
  - A) Cinnamon
  - B) Nutmeg
  - C) Vanilla bean
8. Would you rather
  - A) Sit down and eat your pie
  - B) Takeaway to have at home
  - C) Buy fresh from supermarket

## Target market

My apple berry cinnamon pie may appeal to a whole range of persons, however is primarily aimed towards the young generation of today. The main age group is from 12 to 19 year olds. Nowadays young adults are accustomed to modern, good quality and high price foods as they enjoy and appreciate the sophisticated flavours of the ever changing food industry. My apple berry cinnamon pie is the perfect new product to grab my target markets attention.

## Ideas to fit design brief:

- Cherry pie
- Old fashioned strawberry pie
- Fig, lemon and coconut chocolate tart
- Tim tam pie
- White chocolate and butterscotch pie
- Curry, chicken and vegetable pie

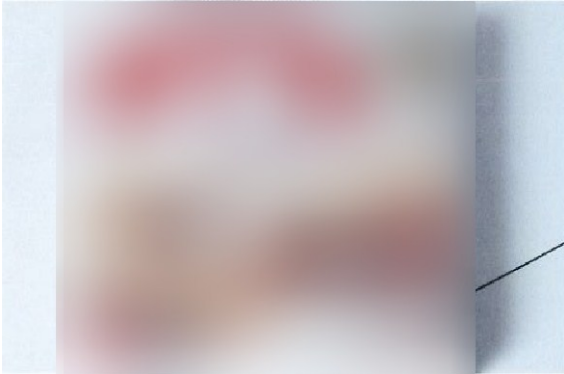
## Pie result of teenage market: 12 –16 years old boys and girls

Question	Option 1	Option 2	Option 3
1. Which pie do you prefer	Sweet: <b>7</b>	Savoury: <b>3</b>	
2. Which out of the following would you be happy to eat all year round	Mixed berries: <b>3</b>	Apple: <b>3</b>	Apple and mixed berries: <b>4</b>
3. Which pie jumps out	Sweet raspberry tart: <b>0</b>	Classic apple pie: <b>1</b>	Apple, berry and cinnamon crumble pie: <b>9</b>
4. Do you like your pie	Hot: <b>10</b>	Cold: <b>0</b>	
5. Would you prefer	Mini pie in shape of cupcake: <b>4</b>	Slice of pie: <b>6</b>	
6. Which would you choose to accompany your pie:	Warm/cold custard: <b>3</b>	Ice cream: <b>6</b>	Nothing: <b>1</b>
7. Which tickles your tastebuds the most	Cinnamon: <b>6</b>	Nutmeg:	Vanilla bean: <b>4</b>
8. Would you rather	Sit down and eat your pie: <b>5</b>	Takeaway to have at home: <b>3</b>	Buy fresh from supermarket: <b>2</b>

### Conclusions:

From my results it is clearly shown a varied group of teenage boys and girls prefer homemade, good quality pies where they can sit down and eat it. This tells me my product needs to be made using fresh products and marketed as one of a kind to draw in teenagers. Mixed berries and apple was the most popular flavour combination for a any season .Cinnamon was a dominant answer. Many chose ice cream as an accompaniment to their pie telling me I should offer it as an extra in selling my product.

## Products in the marketplace:



### XXXXX frozen pie

- looks aesthetically pleasing- tempting, hot, moist,
- readily available
- frozen fresh
- Clearly labeled
- Classic—one of a kind, seems like your missing out if you don't buy it



### XXXX hot apple pie

- hot and ready to eat
- conventional size
- appealing and tempting
- environmental safe packaging



### XXXX pie slices:

- Bright packaging that jumps out at you
- Delicious life size picture
- Fresh because ready to eat
- Cheaper as one slice of pie
- "since 1950" showing it is a classic and successful brand
- interesting and different shape of box



Images blurred for copyright reasons



My little pie slice is served in individual slices, each with and sprinkle of cinnamon and sugar on top. Bring home to your mouth, just like mum makes. My pie combines the classic sweet flavours of mixed berry with the modern spice of cinnamon and crumble to create a mourish taste. The melt in the mouth crumble topping creates a delightful texture between the smooth filling of nutritious hand picked mixed berries and sun ripened apple paired with a thin and crunchy shortcrust pastry. The burst of cinnamon and vanilla bean essence in the filling enhance the classic taste of the sweet berries and apple as well as compliment the crunchy shortcrust pastry. Not only is this pie a timeliness classic however it offers good nutrition through antioxidants in the mixed berries and apple as the saying goes an apple a day keeps the doctor away. My little pie slice is sold in individual slices to maximise flavour and ensure prime freshness by the time it reaches the consumers mouth. When you heat up the slice in the oven for five minutes the enriched aroma of cinnamon and warm, flaky pastry fills the room. This one of a kind mixed fruit, spice and crumble pie is an edgy dessert choice perfect for heating up on a cold winter's night, served with ice cream.

### My little pie slice

This little slice of heaven not only tempts your tastebuds just from the enriched aroma however takes you to a special place leaving a warm fuzzy feeling. The sun ripened mixed berries and apples freshly picked from the fields provide nourishment and leave a fresh feeling. This apple, berry crumble pie comforts you, warms your soul and tantalises your tastebuds all in one slice. You only need to taste this one slice freshly baked from the oven to your mouth to see why this is all full of goodness.

### Recommended retail price

**SMALL SUCE OF PIE** (traditional size) - \$4/ea.

*\$3.50for pie slice, 50c for packaging*

**LARGE SLCIE OF PIE** (2/4 the size of standard pie ) - \$4.50/ea.

*\$4 for pie slice, 50c for packaging*

### Nutritional Label

**Protein**      **Dietary Fibre**

5.90g          4.50g

**Fat Total**    **Energy**

25.00g      1956kJ

**Fat Saturated**    **Sodium**

11.50g          344mg

**Carbohydrate Total**    **Cholesterol**

53.50g          43.00mg

**Carbohydrate Sugars**

Logo name—My little pie



I have selected a simple cake packaging for my little pie slice as it is not only environmentally friendly although allows me to clearly display the logo, nutrition value and website. This enables consumers to be attracted to my product as the white colour of the packaging contrasts with my pink colour scheme for my apple, berry crumble pie. This packaging also biodegradable and easily recyclable as the smooth surface is easy to take apart. The fifteen by twenty two centimetre package is the perfect size for my pie as the large slice is fourteen centimetres leaving enough space for the pie not to spoil or get damaged. This package is aesthetically pleasing as well as functional for the consumer and environment

### Grade Commentary