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| **Product Formulation** | |
| **TEAM MEMBERS:** | |
| **PRODUCT NAME:** | |
| **CONCEPT:** Veg Kabab is a tasty and sound starter that is delighted by many individuals from one side of the planet to the other. It is a vegetarian take on the well-known meat kabab that is made with a variety of spices and vegetables. In this article, we will examine the arrangement cycle of Veg Kabab exhaustively. | |
| **TARGET MARKET:** Retail | |
| **SERVING SUGGESTION VARIETY:** One can serve Veg Kabab as an appetizer or a side dish. It pairs well with tamarind or mint chutney or homemade BBQ sauce. It can likewise be presented with salad and cut onions. | |
| **USP:**   * Healthy product * Low in fat and calories * Olive oil is used * Minimum amount of oil is used | |
| **PRODUCT SIZE/SHAPE/WEIGHT:** Weight- 150gm | |
| **STORAGE:**Chilled | |
| **SHELFLIFE:** 30-40 days | |
| **SENSORY CHARACTERISTICS:**  Kababs are generally soft on the inside and crispy on the outside due to frying. The fragrance of the kabab is additionally extremely alluring, on account of the mix of flavors utilized in its readiness. | |
| **FLAVOUR EXTENSIONS:** By adding coriander and cumin power | |
| **INGREDIENTS COST:** $ 104.50 | |
| **PACKAGING COST:** $ 40 | |
| **RETAIL PRICE:** $ 200 | |
| **PACKAGING DESIGN:** The design should be attractive. Image of the product should on the upper side of the package. List of nutrients should be mentioned below the package. | |
| **PACKAGING/LABELLING PROTOTYPE**  Veg Kabab Recipe, How to make Kebab Recipe (2 Ways) | |
| **MARKETING CAMPAIGN:** Social media platform can be used as a marketing of the product. Other than that posters can be used for campaigning. | |
| **PRODUCT PHOTOGRAPH:** | |
| Veg Kabab Recipe, How to make Kebab Recipe (2 Ways) | Veg Kabab Recipe, How to make Kebab Recipe (2 Ways) |

***Assignment Structure (individual)***

***Cover Page***

***Contents Page***

***Introduction*** *(setting the scene)*

*Aim & Objectives*

***Market Research*** *(consideration of food trends/current issues) –* ***1 page (referenced)***

***Academic Research*** *(appraise, compare and then apply the recognised stages in commercial product development to own innovative product variety) –* ***1 page (referenced)***

***+ Templates:***

***Product Formulation*** *(template)*

***Recipe/Ingredients*** *Costing Sheet (template - combined)*

***Food Safety*** *(template – flowchart)*

***Quality*** *(template – flowchart)*

***Sensory Analysis*** *(template - one per flavour variety)*

***NutriCalc*** *– Nutritional Analysis (one per flavour variety)*

***Allergen Check List*** *(template - one per flavour variety)*

***Conclusion*** *(reflective review – product development/learning experience)* ***- ½ page***

*Self/Peer Evaluation Sheet/Team Meeting Records etc.*

***References List***