

Team Name: Let's Shake IT!!

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Class Assignment: Fast Eater/Slow Eater – Fast Foods/Slow Foods

Problem: Research suggests that the rate at which we eat foods influences how much we eat and how our bodies respond to the food, which may impact obesity, diabetes, and other diseases. Foods can be classified as fast or slow foods depending on how quickly they are swallowed, and people can be categorized as fast or slow eaters depending on how quickly they consume foods.

Assignment: Imagine you are working for an innovative food company that wants to develop new foods, beverages, or devices based on this knowledge that would improve people's health through diet. Design a new product based on this knowledge that could potentially improve health.

Product Name: “Shake IT!”

- ***What would the purpose of your product be (include health benefits)?***

Ans. The purpose of our product would be to provide the same nutrients as a traditional meal but in the form of a Shake(a Beverage). We would like to formulate a meal replacement shake. Some people use protein shakes to replace their meals, but they are not aware that those kinds of drinks are designed only for high performance athletes for gaining muscle mass. Human beings require a wholesome diet, one that aims to fulfill all their nutrient requirements (carbohydrates, fats, minerals, vitamins, fiber). This shake would be an on the go meal in beverage form, a thicker version like a smoothie or shake like consistency.

- ***What information would be the design of your product (form, composition & structure)***

Ans. Product Design- We aim to make a thick consistency beverage with various pulses, vegetables, fruits and seeds(Flax seeds, pumpkin seeds), nuts(Ground nuts, cashews), almonds, pistachios, Since our shakes are customized, every individual can choose what goes into their personalized shakes. We also offer a Meat(chicken, beef) broth/ Vegetable shake. All Fruit shakes are made with a variety of Yogurts/ Milk. We also provide dairy free

alternatives. Our Shakes have a short shelf life(7-10 days) as all the ingredients are natural and zero preservatives.

- *What would be your marketing strategy and slogan?*

Ans. Our Marketing Strategy- We aim to market this product to two specific target groups- College Students and Young Professionals.

We believe that these two groups lead a busy and stressful life and at the end of a long day, the mere thought of having to cook a meal does not seem appealing and they end up eating junk (as it is cheaper and filling, students live on a budget) and professionals struggle to find a work-life balance. Our plan is to eventually come with a Subscription Based Service, where they can customize their “Shake IT!” shakes as per requirements such as choice of required ingredients (each order would be custom made) and their consumption patterns with the option to cancel the service anytime they wish to.

Disclaimer - We want our consumers to know that our “Shake IT!” shakes are just an alternative way to attain the required daily nutrients and that consuming food in its actual form is the best choice for health (as recommended by Health Care Professionals). While our shakes are made with healthy, natural ingredients and free from chemicals or any preservatives, we do not claim that it is right for one to completely eliminate food and replace it with our shakes.

SLOGAN - Let’s Shake IT! For Better Health..