

CUL 135 Purchasing & Product Identification

Group Project: Convenience Product Analysis

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Company Name and Business

We are a small, newly start up catering company called RQJ Catering Company. We aim at serving small catering projects such as birthday party, wedding party, or anniversary party, for number of guests less than 60.

Our Clients

An old couple Mr. and Mrs. Smith want to host their 50th Wedding Anniversary dinner and invite totally 30 family members and friends to attend their anniversary party. They have a budget between 3 to 4 (about \$70 to \$120 per person) on a scale of 1 to 5 (1 is bare bones and 5 is lavish) since their guest number is small. Mr. and Mrs. Smith require to have gelato as dessert for their anniversary dinner since they had ice cream serving in their wedding party 50 years ago. They choose the flavour of vanilla bean because they used vanilla flavour for their wedding party before. The 50th Wedding Anniversary dinner will be arranged in the dining room of a church. The venue has a kitchen and fridge/freezer facilities to accommodate up to 100 guests.

Convenience Food Item for the Project

Gelato

A Brief History of Gelato

Gelato is an age-old delicacy that dates back thousands of years. The earliest beginnings of frozen desserts are recorded in 3000 B.C. when Asian cultures discovered they could consume crushed ice and flavourings. It was during the Italian Renaissance when the great tradition of Italian gelato began. It was during the Italian Renaissance when the great tradition of Italian gelato began.

Gelato made its way to the Americas for the first time in 1770, when Giovanni Basiolo brought it to New York City. At this point, there were two types of gelato – one made by mixing water with fruits such as lemon and strawberries (also known as Sorbetto), and another made by mixing milk with cinnamon, pistachio, coffee or chocolate.

Today, gelato stores are opening all over the U.S. as Americans start to appreciate the superior quality of gelato and learn about the intense flavour, the natural ingredients and the nutritional value of gelato. Foodservice establishments combine technology with the tried and true Italian techniques – to consistently produce the creamiest, smoothest, most flavourful gelato around.

Reference: <http://zinigelato.com/a-brief-history-of-gelato/>

Brands for Comparison

1. **Häagen-Dazs**

Häagen-Dazs is an American ice cream brand, established by Reuben and Rose Mattus in New York, in 1961. Häagen-Dazs was a name Mr. Mattus thought that it sounded like Danish as Denmark was famous for dairy products at that time. Häagen-Dazs started with only three flavors: vanilla, chocolate, and coffee. Nowadays It is marketed as a "super-premium" brand: the ice cream is quite dense (very little air is mixed in during manufacture), uses no emulsifiers or stabilizers other than egg yolks, and has a high butterfat content. Therefore, Häagen-Dazs ice cream is more creamy and natural in flavor.

(Reference: <https://en.wikipedia.org/wiki/H%C3%A4agen-Dazs>)

2. **Fiasco**

Fiasco is a Canadian company in Alberta set up in 2007. All their Gelato and Sorbetto pint offerings are natural, with no artificial flavors or colors. Fiasco committed to sourcing the best ingredients we can find from around the world, and as locally as possible. They handcraft all the Gelato and Sorbetto in small batches. Sourcing the best ingredients available, and continuously developing new creations.

(Reference: <http://www.fiascogelato.ca/work>)

3. **Chapman's**

Chapman's is the largest independent ice cream company in Canada with headquarter in Markdale, Ontario. They produce ice cream at affordable price for families.

(Reference: <https://www.chapmans.ca/AboutUs/OurStory>)



PRODUCT SPECIFICATION ON VANILLA BEAN GELATO

PRODUCT NAME	PRODUCT SIZE	PRODUCT PRICE	PACKAGING MATERIAL	NUTRITION FACT	FLAVOUR	TASTE	INGREDIENTS	CHEMICAL ADDITIVES	EASY TO BUY	DELIVERY	PRESERVATION
HAAGEN DAZS	500 ML	500 ML/ \$5.99 \$1.20 PER 100 ML	PAPERBOARD	PER 93 ML: CALORIES: 210; FAT 9G (14%); SATURATED FAT 5G (25%); CHOLESTEROL 85 MG (28%); SODIUM 40G (2%); TOTAL CARBOHYDRATE 28 G (9%); SUGARS 21G, PROTEIN 4G, VITAMIN A 8%, CALCIUM 8 %	VANILLA BEAN	DECADENT, RICH AND CREAMY, ORIGINAL TASTE OF VANILLA, WITH VANILLA BEANS SEEDS	SKIM MILK, CREAM, CORN SYRUP, SUGAR, EGG YOLKS, PECTIN, GROUND VANILLA BEANS, VANILLA EXTRACT	NO CHEMICAL ADDITIVES FOUND	CAN BUY FROM MAJOR SUPERMARKET CHAINS	CAN EASILY BUY FROM MAJOR SUPERMARKET CHAINS SUCH AS SAVE ON FOODS, SAFEWAY, REAL CANADIAN SUPERSTORE, WALMART, ETC.	KEEP FROZEN IN FREEZER
FIASCO	562 ML	562 ML/ \$8.99 \$1.60 PER 100 ML	PLASTIC JAR WITH A PLASTIC LID	PER 80 ML FAT 3G, SATURATED FAT 2G, CARBOHYDRATES 22G, FIBRE 3G, SUGARS 13G, PROTEIN 3G, SODIUM 48MG, CALCIUM 13%	VANILLA BEAN	SMOOTH AND CREAMY, WITH A LOT OF VANILLA BEANS SEEDS, QUITE SWEET - TASTE LIKE SWEETENED MILK	MILK, CANE SUGAR, CREAM, STABILIZER BASE (ORGANIC RICE SYRUP SOLIDS, GUAR GUM, LOCUST BEAN GUM, SKIM MILK POWDER), VANILLA EXTRACT, VANILLA SEEDS, TRAGACANTH GUM	NO CHEMICAL ADDITIVES FOUND	CAN BUY FROM MAJOR SUPERMARKET CHAINS	CAN EASILY BUY FROM MAJOR SUPERMARKET CHAINS SUCH AS SAVE ON FOODS, SAFEWAY, REAL CANADIAN SUPERSTORE, WHOLE FOODS, ETC.	KEEP FROZEN IN FREEZER
CHAPMAN'S	1.5L	1.5 L (1500 ML)/ \$5.99 \$0.40 PER 100 ML	PAPERBOARD	PER 125ML CALORIES 130, FAT 4.5G, SATURATED FAT 3G, TRANSFAT 0.2G, CHOLESTEROL 15MG, SODIUM 45MG, SUGARS 15G, PROTIEIN 1G, VITAMIN A 4%, CALCIUM 6%	VANILLA BEAN	SMOOTH SUGARY TEXTURE WITH A LIGHT TASTE OF ARTIFICIAL VANILLA	MODIFIED MILK INGREDIENTS, SUGAR, CREAM, GLUCOSE, MONO AND DIGLYCERIDES, LOCUST BEAN GUM, GUAR GUM, CARRAGEENAN, NATURAL & ARTIFICIAL FLAVOURS, VANILLA BEAN POWDER	MONO AND DIGLYCERIDES	CAN BUY FROM MAJOR SUPERMARKET CHAINS	CAN EASILY BUY FROM MAJOR SUPERMARKET CHAINS SUCH AS SAVE ON FOODS, SAFEWAY, REAL CANADIAN SUPERSTORE, WALMART, ETC.	KEEP FROZEN IN FREEZER

Selection Analysis

Client's Priority Objectives:

Mr. and Mrs. Smith want to have a memorable golden anniversary dinner serving nice (above average) food and beverage to 30 guests. Guest's age is above 50 years old in average. They would like to have light portion but delicious quality food.

Caterer's Priority Objectives:

RQJ would like to have a reasonable budget to spend on food that clients can see that food is excellent value for money and appropriate for their objectives. We also want the convenience food item is easy to buy, store and serve for the function.

Flavor:

Mr. and Mrs. Smith are ice cream lovers, they used Häagen-Dazs vanilla ice cream for their wedding party 50 years ago. Mr. and Mrs. Smith enjoy creamy gelato made from natural and authentic ingredients.

Taste:

Häagen-Dazs and Fiasco are using authentic vanilla beans to make the gelato while Chapman's are using vanilla bean powder and artificial flavor.

Häagen-Dazs and Fiasco are both creamy and smooth as tasteful gelato with genuine vanilla bean taste. Fiasco is sweeter than Häagen-Dazs. Chapman's is plainer and light in taste with less cream in ingredients.

Nutrition Fact:

Häagen-Dazs has the highest volume of fat, cholesterol, sugar and calories among three brands, which makes the gelato more creamy and delicious. "A high quality ice cream has a high proportion of cream in it. The high fat content from the cream helps to minimize the formation of ice crystals when the liquid cream mixture is being frozen to make ice cream. The cream is also responsible for the rich and creamy mouth-feel when the ice cream melts in your mouth." (reference: <https://www.quora.com/Why-is-Haagen-Dazs-so-good>)

Häagen-Dazs has more vitamins A and calcium than the other two brands, too.

Chapman's has 0.2 g trans-fat which is not a preferred substance in nutrition.




Ingredients:

Häagen-Dazs and Fiasco are using all-natural ingredients for the gelato. Chapman's used Chemical additives mono and diglycerides in the gelato.

Price/Value:

1. Häagen-Dazs - \$1.2 per 100 ml
2. Fiasco - \$1.6 per 100 ml
3. Chapman's - \$0.4 per 100 ml

AP/EP:

	BRAND	AP	YIELD%	EP	FOOD COST %	SELLING PRICE PER CONTAINER
	HAAGEN DAZS	\$1.20 PER 100 ML	100%	500 ML/ \$5.99 \$1.20 PER 100 ML	30%	\$19.95
	FIASCO	\$1.60 PER 100 ML	100%	562 ML/ \$8.99 \$1.60 PER 100 ML	30%	\$29.95
	CHAPMANS'S	\$0.40 PER 100 ML	100%	1.5 L (1500 ML)/ \$5.99 \$0.40 PER 100 ML	30%	\$19.95

Ranking of the Product:

After the above analysis, the ranking of the three brands from highest to lowest is

1. Häagen-Dazs
2. Fiasco
3. Chapman's

Recommendation:

1. We will choose Häagen-Dazs Vanilla Bean Gelato for Mr. and Mrs. Smith Golden Anniversary Dinner as the dessert. Although Fiasco is very close to Häagen-Dazs in a lot of criteria, it is more expensive, and the brand is not well known enough for the client to see why it worth more money. Häagen-Dazs on the other hand has a well-established reputation of premium ice cream.



Mr. and Mrs. Smith wants to have light portion for their dishes. For the gelato, we prepare a small scoop of 25 ml per serving. We will decorate the gelato with a golden sugar heart on top to highlight Mr. and Mrs. Smith's Golden Anniversary celebration.

For each 500 ml Häagen-Dazs Vanilla Bean Gelato carton, we can serve 20 guests. For 30 guests, we need to prepare 2 cartons for the dessert.

2. Chapman's is very cheap in price compared to Häagen-Dazs and Fiasco, however, it doesn't meet client's expectation to serve nice and delicious quality food to their guests using their medium to above medium budget. The nutrition and taste just don't match client's preference of creamy and natural flavour.

3. The last but not the least, Häagen-Dazs is the ice cream brand Mr. and Mrs. Smith used for their wedding party 50 years ago, to bring back the sweet memory and extends the meaning of continuity of their marriage, use Häagen-Dazs gelato will be a delightful choice for Mr. and Mrs. Smith based on the sentimental element to select the best product for them.

4. Fiasco will be the second choice as it has similar ingredients and taste like Häagen-Dazs, but price is more expensive. To the caterer, this is not a cost-effective choice.

5. Chapman's will not be accepted in the absence of the other 2 brands. The taste and quality of Chapman's gelato just don't match client's expectation. Dessert is the last served dish to create a fond farewell before the end of the party, using Chapman's will downgrade all the efforts made for other dishes and arrangement.