

Erasmust+

Campbeltown grammar school



Campbeltown



PHOTOGRAPHY BY RAYMOND HOSIE





What you will see on the road down to Campbeltown



TOURISM

- Generates 14.1 million pounds to the Scottish economy each year.
- When tourists come to Scotland they are impressed at our scenery and taste traditional food and drink such as our whisky, shortbread, and haggis.

Scotland is also famous for its midges!



Concept Generation

- Carried out survey in school on which product we should develop
- The initial survey was to make tablet which is a traditional Scottish sweet but to make tablet is difficult with boiling sugar so we changed to making a traditional biscuit with tablet and other ingredients added into the recipe
- We wanted to make shortbread as this is a traditional Scottish biscuit but we wanted to give it our own twist.

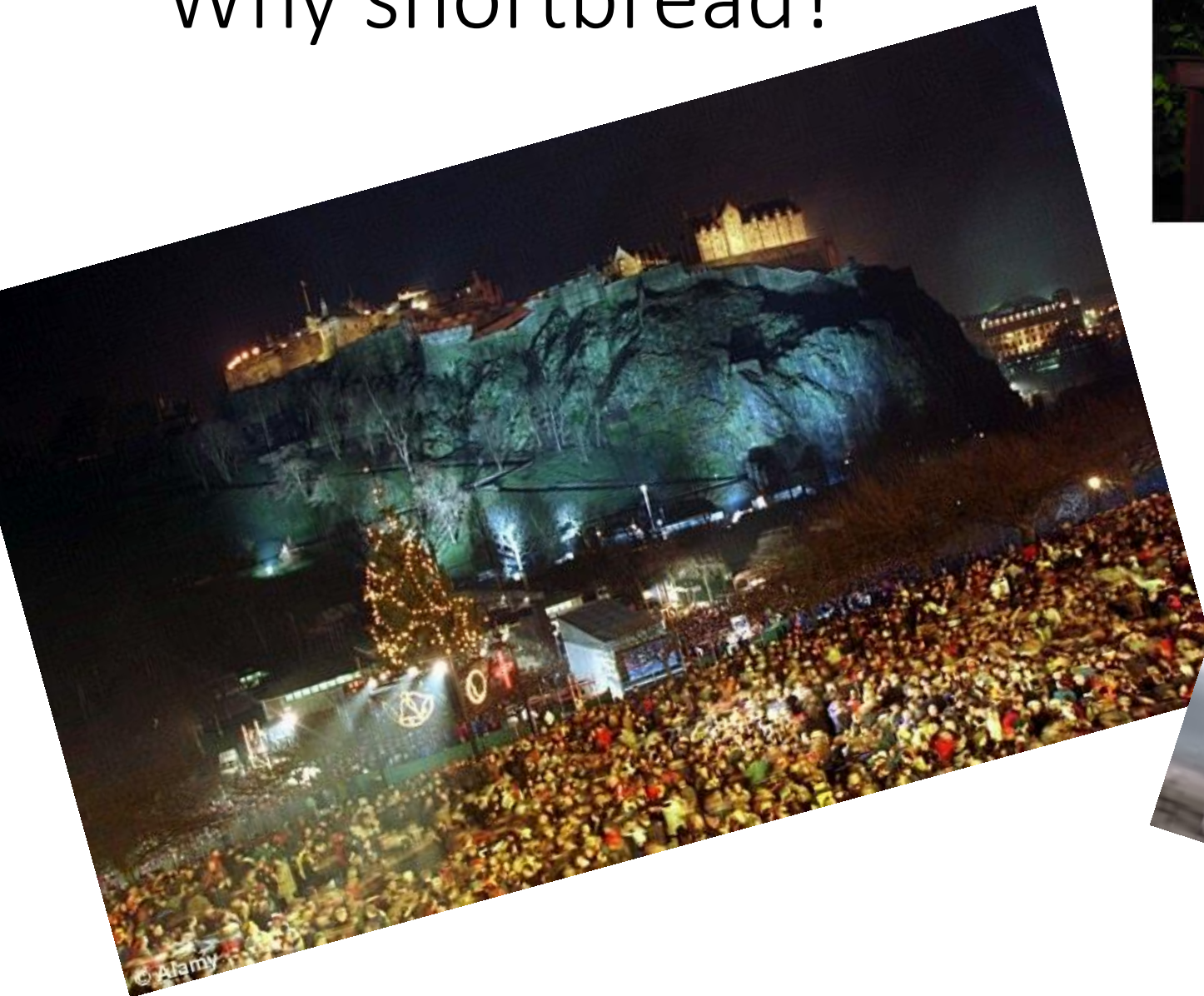


Prototype Production

- We decided to develop a biscuit using shortbread as a starting recipe.
- We then worked on developing our biscuit ideas, trying different recipes and adding ingredients.
- We asked biscuit makers for ideas and investigated biscuit companies on the internet.



Why shortbread?





- The story of shortbread begins with the medieval “biscuit bread”. Any leftover dough from bread making was dried out in a low oven until it hardened into a type of rusk: the word “biscuit” means “twice cooked”. ... However these traditional Scottish shortbread biscuits may in fact date back beyond the 12th century.

Product testing



- We tried making shortbread in different shapes and tried different recipes.
- We changed the shape and surveyed pupils and staff in school as to which shape they would purchase.





We carried out a survey to see what shape people liked best. The vote was overwhelming for a round shape which was better for packaging and internet marketing as it is less fragile.

We asked people to try our 4 flavours

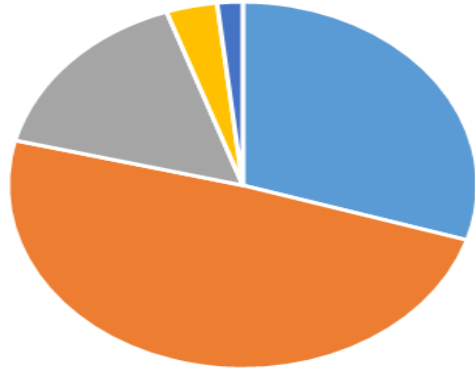


Product Testing

Flavour	like a lot	like a little	okay	dislike a little	dislike a lot
lemon	17	28	9	2	1
orange	9	23	21	2	3
raspberry	22	13	13	7	1
tablet	37	13	5	1	

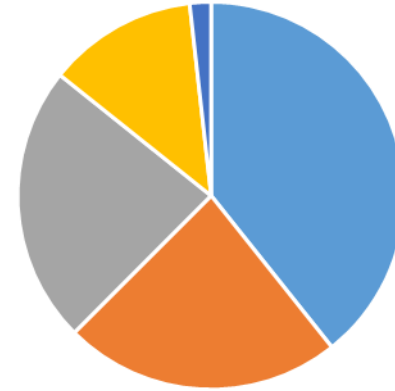
Product testing results

lemon



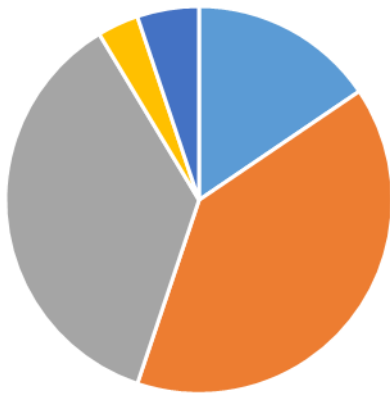
■ like a lot ■ like a little ■ okay ■ dislike a little ■ dislike a lot

raspberry



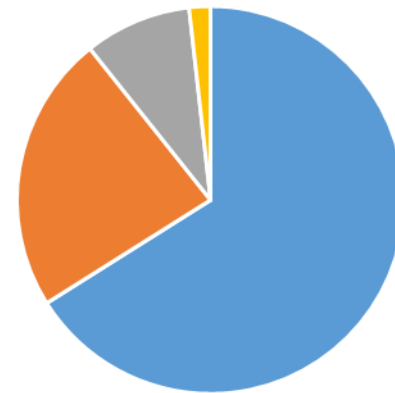
■ like a lot ■ like a little ■ okay ■ dislike a little ■ dislike a lot

orange



■ like a lot ■ like a little ■ okay ■ dislike a little ■ dislike a lot

tablet



■ like a lot ■ like a little ■ okay ■ dislike a little ■ dislike a lot

Comments from Professional biscuit makers

- *‘Loved the lemon flavour as it had a lovely zingy taste to it’*
- *The tablet shortbread is light and has a good snap to it.*



Costing

Ingredients	Amount	Cost
Plain Flour	150g	21p
Cornflour	75g	20p
Butter	150g	90p
Icing Sugar	75g	13p
Tablet	30g	30p

Costing

Ingredients:

- Plain Flour – 21p for 150g
- Cornflour – 20p for 75g
- Icing Sugar – 13p for 75g
- Scottish Butter – 90p for 150g



Using Scottish ingredients, the total cost of the shortbread is £1.62.

- This makes 15 biscuits so with the tablet in it the shortbread works out at 13p per biscuit.

Retail

- Our shortbread would have to retail at 40p a biscuit to give a profit.
- It would be in a slightly larger round than we have brought you for tasting.
- Our shortbread could also be cut into small heart shapes with dried raspberries for weddings and a price worked out for bulk buys



Scottish Packaging

