

E-commerce for Start-ups

Product development





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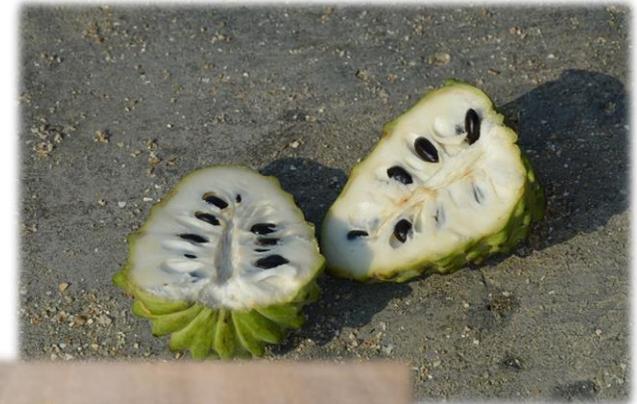


Based on the results of the survey carried out in the first phase of the project, the results regarding the products chosen for the preparation of our jams were the following ones:

Custard apple:

The custard apple is a tropical fruit with a refreshing and very aromatic pulp and a slightly acid sweet flavor that reminds of a mixture of pineapple and banana, or the flavor of the pear. It is very easy to eat: split into two halves and take the pulp with a spoon, avoiding the seeds.

(ORIGINARY OF SOUTH AMERICA).



Based on the results of the survey carried out in the first phase of the project, the results regarding the products chosen for the preparation of our jams were the following ones:

Avocado:

It is a fruit and a vegetable at the same time. An exquisite and soft hazelnut flavor. A tender and creamy consistency allows its combination with any food.

(ORIGINARY FROM SOUTH AMERICA).

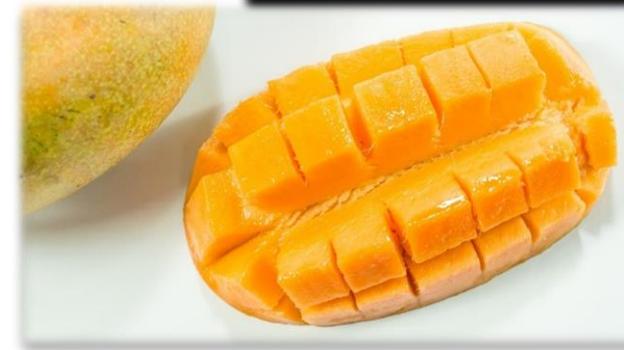


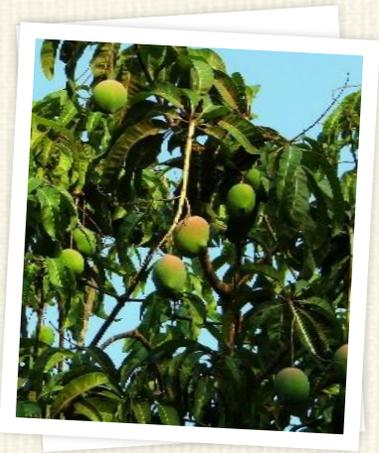
Based on the results of the survey carried out in the first phase of the project, the results regarding the products chosen for the preparation of our jams were the following ones:

Mango:

The mango is an Asian origin tropical fruit, with a exquisite flavor, which has excellent nutritional qualities, indicated for all ages. Its cultivation is extended by zones of tropical and subtropical climate through the whole world.

(ORIGINAL FROM INDIA).





The “Costa Tropical” encompasses a natural environment that runs between Granada along municipalities such as Motril, Salobreña and Almuñécar.



The Tropical Coast bathed by the Mediterranean Sea, protected from the north wind by the Sierra Nevada, offers a subtropical microclimate that gives more than 300 days of sunshine per year and annual an average temperature of 20 degrees that makes the winter of Motril the warmest in Europe . The special and extraordinary climatic conditions of the Costa Tropical, make this area the largest producer of quality tropical fruits such as mango, custard apple or avocado.



Once the base products are chosen, recipes for jams that stand out for their originality are sought.

Mango without sugar:

Ingredients:

- 500 gr Mango.
- 200 ml Orange juice.
- 100 gr Rosmary honey.
- 2 Gelatine sheets
- Ground Cinnamon to taste (optional).

1: First, we take the mango and chop it, it does not matter that they are perfect pieces but the smaller the better; the time of preparation will depend on it, the smaller will be before.



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Mango without sugar:

Ingredients:

- 500 gr Mango.
- 200 ml Orange juice.
- 100 gr Rosmary honey.
- 2 Gelatine sheets
- Ground Cinnamon to taste (optional).

2: Squeeze the juice of an orange, take a little and reserve it to add the sheets of gelatine or agar-agar.



Once the base products are chosen, recipes for jams that stand out for their originality are sought.

Mango without sugar:

Ingredients:

- 500 gr Mango.
- 200 ml Orange juice.
- 100 gr Rosmary honey.
- 2 Gelatine sheets
- Ground Cinnamon to taste (optional).

3: We add the mango to the juice and leave it half an hour to take the flavors both, we add the honey or the sweetener we have chosen and the cinnamon



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Mango without sugar:

Ingredients:

- 500 gr Mango.
- 200 ml Orange juice.
- 100 gr Rosmary honey.
- 2 Gelatine sheets
- Ground Cinnamon to taste (optional).

4: Once the resting time has elapsed and the fruit has released its syrup, it must be put on the fire at a medium-low temperature. When you have caught heat, we lower the gelatine sheets until it is undone and cover it for a few minutes, controlling cooking and texture at all times. Stir everything from time to time, so that it does not stick or burn.



Once the base products are chosen, recipes for jams that stand out for their originality are sought.

Mango without sugar:

Ingredients:

- 500 gr Mango.
- 200 ml Orange juice.
- 100 gr Rosmary honey.
- 2 Gelatine sheets
- Ground Cinnamon to taste (optional).

5: When we have achieved an adequate consistency we extinguish the fire, let it cool and rest a little. We sterilize the jars that we will use.



Once the base products are chosen, recipes for jams that stand out for their originality are sought.

Mango without sugar:

Ingredients:

- 500 gr Mango.
- 200 ml Orange juice.
- 100 gr Rosmary honey.
- 2 Gelatine sheets
- Ground Cinnamon to taste (optional).

6: Finally, we put the jam in the jars we want to conserve and taking advantage of the sterilization water, we keep them empty so that their useful life is longer and lasts longer.



Once the base products are chosen, recipes for jams that stand out for their originality are sought.

Mango jam with pepper of Jamaica:

-Ingredients:

- 3 Ripe Mangos (460gr peeled and pitted).
- Scratch out a ½ Vanilla pod.
- 70 gr of sugar
- 2 peppercorns of Jamaica.
- Lemon peel.
- Lemon rind.

1: Peel the mangoes and cut the segments into squares.



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Mango jam with pepper of Jamaica:

-Ingredients:

- 3 Ripe Mangos (460gr peeled and pitted).
- Scratch out a ½ Vanilla pod.
- 70 gr of sugar
- 2 peppercorns of Jamaica.
- Lemon peel.
- Lemon rind.

2: We will add sugar, the vanilla pod scraped, the jamaica pepper very well crushed and we will put it to boil.



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Mango jam with pepper of Jamaica:

-Ingredients:

- 3 Ripe Mangos (460gr peeled and pitted).
- Scratch out a ½ Vanilla pod.
- 70 gr of sugar
- 2 peppercorns of Jamaica.
- Lemon peel.
- Lemon rind.

3: When you are at the point we will throw the lemon as well as the lemon rind and put it back on the fire.



Once the base products are chosen, recipes for jams that stand out for their originality are sought.

Mango jam with pepper of Jamaica:

-Ingredients:

- 3 Ripe Mangos (460gr peeled and pitted).
- Scratch out a ½ Vanilla pod.
- 70 gr of sugar
- 2 peppercorns of Jamaica.
- Lemon peel.
- Lemon rind.

4: After 10 min we remove the vanilla and the crusts.



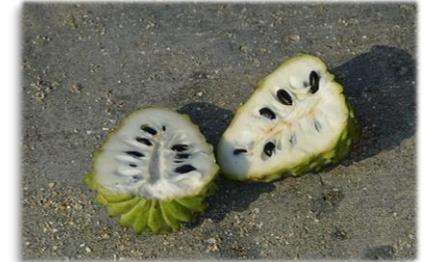
Once the base products are chosen, recipes for jams that stand out for their originality are sought.

Custard apple and nuts:

-Ingredients:

- ¼ kg of cutard apple.
- ½ litre of water.
- A tea spoon of ground cinnamon.
- 5 ground nuts.
- 3 cups of brown sugar.

1: Wash, cut into pieces, use the pulp removing the custard apple seeds.



Once the base products are chosen, recipes for jams that stand out for their originality are sought.

Custard apple and nuts:

-Ingredients:

- ¼ kg of cutard apple.
- ½ litre of water.
- A tea spoon of ground cinnamon.
- 5 ground nuts.
- 3 cups of brown sugar.

2: Cover with water in a pot, cover the pot and put on fire.



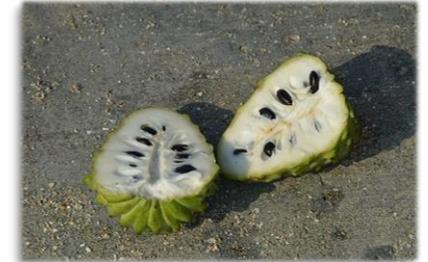
Once the base products are chosen, recipes for jams that stand out for their originality are sought.

Custard apple and nuts:

-Ingredients:

- ¼ kg of cutard apple.
- ½ litre of water.
- A tea spoon of ground cinnamon.
- 5 ground nuts.
- 3 cups of brown sugar.

3: Add the sugar, cinnamon and ground nuts, stirring little by little until the sugar is melted.



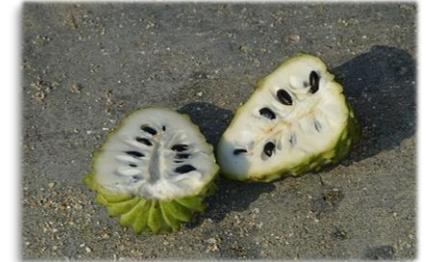
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Custard apple and nuts:

-Ingredients:

- ¼ kg of cutard apple.
- ½ litre of water.
- A tea spoon of ground cinnamon.
- 5 ground nuts.
- 3 cups of brown sugar.

4: Once the sugar is melted, boil until it has a thick and creamy consistency.



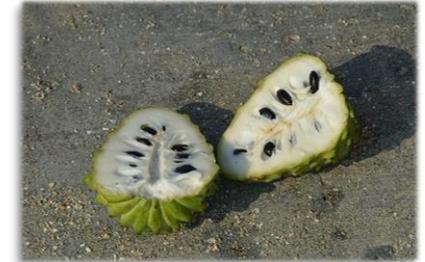
Once the base products are chosen, recipes for jams that stand out for their originality are sought.

Custard apple and nuts:

-Ingredients:

- ¼ kg of cutard apple.
- ½ litre of water.
- A tea spoon of ground cinnamon.
- 5 ground nuts.
- 3 cups of brown sugar.

5: Pour in a glass jar and let cool down.



Once the base products are chosen, recipes for jams that stand out for their originality are sought.

Avocado cinnamon jam:

-Ingredients:

- 700g of avocados splitten.
- 450g sugar.
- 20g lemon juice.
- 1 a tea spoon of ground cinnamon.



1: We put all the ingredients in the glass of the Thermomix and we program 30 seconds, at progressive speed 5-7-10.



Once the base products are chosen, recipes for jams that stand out for their originality are sought.

Avocado cinnamon jam:

-Ingredients:

- 700g of avocados splitted.
- 450g sugar.
- 20g lemon juice.
- 1 a tea spoon of ground cinnamon.



2: After the first 10 minutes, remove the cup and place the basket on the lid for a better evaporation.



Once the base products are chosen, recipes for jams that stand out for their originality are sought.

Avocado cinnamon jam:

-Ingredients:

- 700g of avocados splitten.
- 450g sugar.
- 20g lemon juice.
- 1 a tea spoon of ground cinnamon.



3: Once finished, we check the thickness of the marmalade by throwing a teaspoon on a plate.



Once the base products are chosen, recipes for jams that stand out for their originality are sought.

Avocado cinnamon jam:

-Ingredients:

- 700g of avocados splitten.
- 450g sugar.
- 20g lemon juice.
- 1 a tea spoon of ground cinnamon.

4: We wait for a few minutes to cool. Pour into glass jars, let the jam to cool in a room temperature, cover it and store in the fridge.



Once the base products are chosen, recipes for jams that stand out for their originality are sought.

Avocado cinnamon jam:

-Ingredients:

- 700g of avocados splitted.
- 450g sugar.
- 20g lemon juice.
- 1 a tea spoon of ground cinnamon.



(If we want it thicker, we program 5 more minutes, at the same temperature and speed).







THE TASTING

Once the recipes are cooked, a tasting event is organized at school. A total number of 12 teachers, and 24 students have participated. The aim was testing each of the recipes and completing a survey through the mobile phone that was accessed by a QR code. Taste, texture, aroma, sweetness, acidity, etc. of each of them were valued. In addition, each participant scored from 1 to 5 every jam.





Conclusions

After analyzing the results, finally the most valued jams by the participants were the recipes of:

- Mango with pepper of Jamaica,
- Mango without sugar and
- Custard Apple with nuts.

		Custard apple nuts	Avocado chia	Avocado Cinnamon	Mango w/o sugar	Mango Jamaican pepper
Color	Incentives purchase	42,9	31	37,9	82,8	62,1
Aroma	Incentives purchase	71,4	34,5	48,3	58,6	58,6
Texture	Incentives purchase	64,3	41,4	55,2	82,1	72,4
Sweetness	Appropriate	55,6	58,6	34,5	65,5	79,3
Acidity	Appropriate	75	65,5	65,5	62,1	65,5
Originality	Appropriate	71,4	62,1	58,6	79,3	82,8
Average		63,4	48,9	50,0	71,7	70,1

Score 1 to 5	1	2	3	4	5
Custard apple nuts	3	6	6	5	8
Avocado chia	5	6	8	4	5
Avocado Cinnamon	4	7	6	7	4
Mango w/o sugar	4	3	6	8	8
Mango Jamaican pepper	3	4	5	4	12

The three jams with the best score are: Custard apple - Nuts (A), Mango without Sugar (A), and Mango - Jamaican Pepper (B)



POTENZA INTERNATIONAL TASTING RESULTS

Mango jam with pepper of Jamaica: 8

Mango without sugar: 5

Custard apple and nuts: 12



THANKS FOR YOUR ATTENTION !!!!!

