



Enabling Food Innovation Project

HUNGRY SCARECROW

The Hungry Scarecrow make nutritious pizza bases, tortilla wraps, bread sticks, croutons, bread crumbs and dry mixes in spelt or gluten free. Offering a healthy and delicious alternative to wheat flour based products their fresh tasting breads celebrate the rich and flavoursome ingredients that are high in protein and fibre, and low in salt. Potential co-packers have been identified to scale up manufacture as potential large retailers have expressed an interest in stocking the products.

Project Brief: 25 Nov 2016

1. To further improve flavour of the gluten free wraps whilst allowing a low salt claim to be made.
2. At present the gluten-free pizza base product is ready for launch, but a barrier to launch is that the flour blend that delivers the desired functional and organoleptic properties to the product is only available in 1kg packs. There is a need to determine the individual ingredient proportions in this flour blend so the company can buy the individual components from commercial suppliers, controlling costs, and ensuring back up supply sources in order to launch and service retailers confidently, whilst still achieving the same finished product quality.

The Response: 23 Jan 2017

1. Research into the reasons behind the ingredients in the current flour blend in relation to product quality. Use this info to inform test work to experiment with recreating the flour blend with individually sourced ingredients. Carry out some experiment test work in collaboration with Barbara to ensure same process is used, while her 'own blends' are trialled.
2. Research and suggest ingredients/ ways to engineer the product or trick the mind to increase salt perception allowing overall salt reduction, whilst meeting low salt pack claims. Potential to offer sensory testing to determine differences and preferences.

Benefit to the Business:

My overall experience has been extremely positive. Alice and Alistair carried out the work effectively, explaining along the way anything I did not understand. They have exceeded my expectations on the work they have done also making referrals for suitable businesses I could work with in the future. I have experience of working with other Universities in the past and Sutton Bonington are in a league of their own.