

Burger King Bacon Sundae Product focus.



Would you buy this product?

Why/why not?

Where is this product being sold?

Who are the intended users of this product?

Why do you think the *Burger King* Product Development team developed this Bacon sundae?

Read through the article you have been given with your partner and summarize the main points.

Article name:

Summarize the second article

Article name:

Activity: Product Analysis to determine specifications

Identify the materials selected to make the bacon sundae.	Identify the performance properties (attributes) of each material selected

Identify the **functional** and **physical attributes** of the bacon sundae and highlight them in two different colours.

 Words To Remember	
Functional Attributes	How a product performs or ' what it can do '
Physical Attributes	The product's appearance or what it ' looks like '

Practical: Carry out a sensory evaluation of a Bacon Sundae.

What is sensory evaluation?

Sensory evaluation is a scientific discipline that analyses and measures human responses to the composition of food and drink, e.g. appearance, touch, odour, texture, temperature, and taste.



Activity: You will be carrying out a sensory evaluation on a bacon sundae similar to the bacon sundae Burger King has launched in America to coincide with their company going public on the stock exchange.



Burger King bacon sundae

Ingredients: Serves 4

- 2 slices of bacon
- 4 sundae dishes with scoop of ice cream
- 1 ramekin with 4 teaspoons of chocolate sauce
- 1 ramekin with 4 teaspoons of caramel sauce
- Whipped cream squirt from teacher.



Did you know:

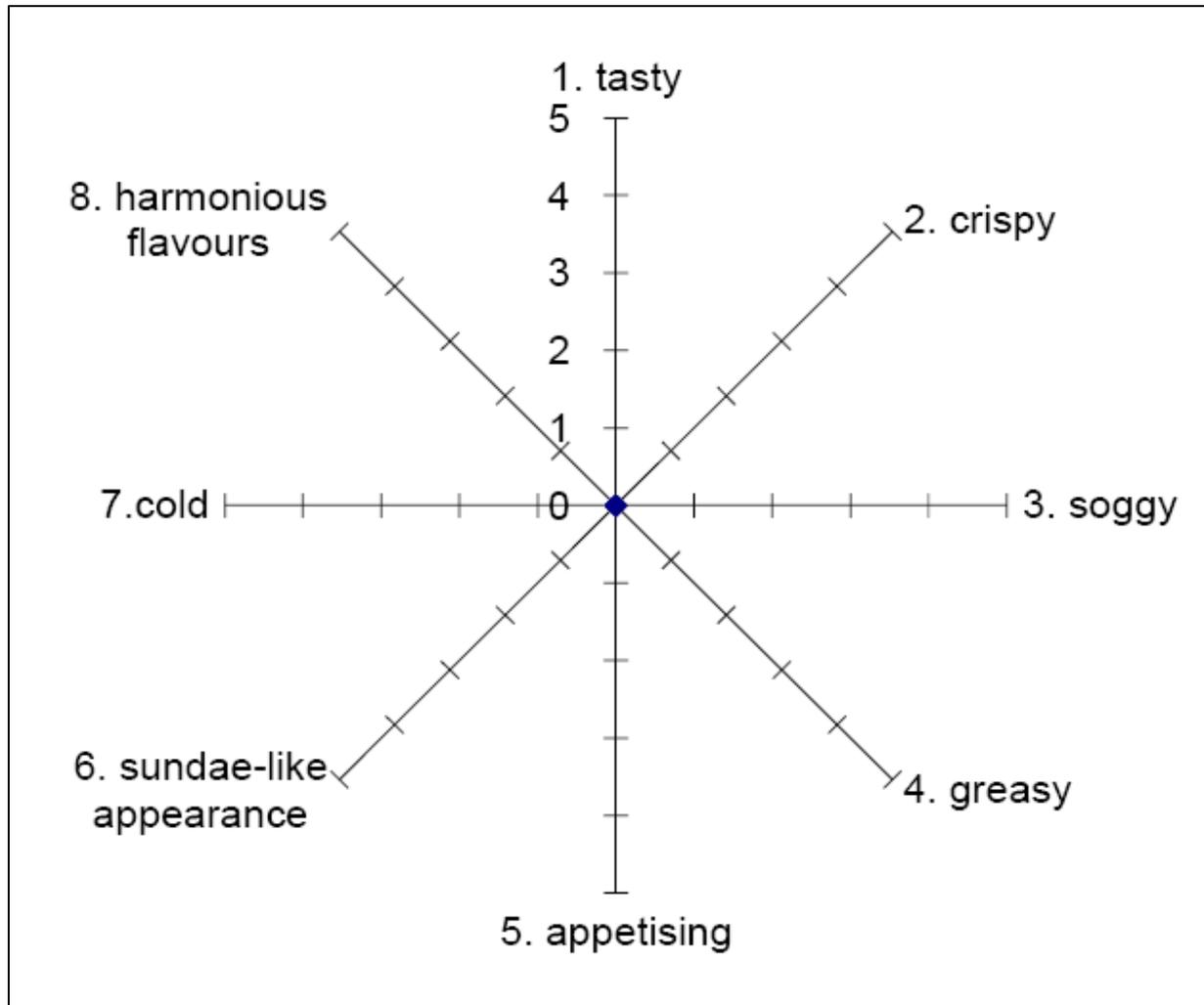
- Food manufacturers carry out sensory evaluation to trial and test products during development.
- Sensory evaluation is the scientific measurement of the qualities of a product by the senses.
- Test conditions are carefully controlled to give accurate results.

Method:

1. In your groups cook your bacon in the microwave between two paper towels for 1 minute, turn the bacon over and cook for a further minute (should be crisp). Cut up half of the bacon into small squares and leave the other half in long strips.
2. Collect ramekins with chocolate and caramel sauce.
3. Collect ice cream sundae dishes filled with ice cream.
4. Collect squirt of whipped cream from teacher.
5. Construct bacon sundae according to picture.

Now complete the sensory tasting using a **star chart** focusing on the identified attributes.

6. Focus on one attribute at a time. Taste the food sample. Decide on the intensity for each attribute, using a scale of 0 to 5 (the higher the number, the greater the intensity)
7. Once you have finished each sample, eat some water crackers and have a drink of water to cleanse your palate before trying the next one.



Attributes to analyze:

1. Tasty (do you like the taste)
2. Crispy
3. Soggy
4. Greasy
5. Appetising (do you want to eat it?)
6. Sundae-like appearance
7. Cold
8. Harmonious flavours (do the flavours combine together well)

Evaluation: Describe how the sweet and salty flavours combine together.



Describe how the textures combine together.

Did you like the bacon sundae? Why/why not?