

Southern Creek Brewed Juice Company



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The Food Product Development Team for Terrell County Extension / 4-H

Proudly presents this proposal for
Burri-Licious and Papple

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Originality

In a world of cold-pressed fruit juice drinks, the aim of the Southern Creek Brewed Juice Company, or simply know as Southern Creek, is to stand above the rest through a unique brewing process.

The inspiration for the Southern Creek brewed juice drinks comes from an old Slavic recipe for Kompot. Traditionally, Kompot is a mixture of seasonal fruits and berries that have been slow simmered, creating a richly flavored drink with a syrup-like consistency. Southern Creek has adjusted that original recipe for Kompot by reducing the cooking time. That adjustment produces a fruit juice drink that is full of flavor, while avoiding the syrupy consistency that might be offensive to many palates. The logo of the Southern Creek Brewed Juice Company, with an abstract creek and shade tree, reminds the consumer that juice will be all natural and refreshing.

Product Description

Southern Creek has developed two, distinctly different flavors of brewed fruit juice drink. The original flavor is Burri-licious. The creative minds at Southern Creek have developed Papple to add variety to the brewed fruit juice drink market.

Burri-Licious

Because Burri-Licious is brewed in the South, the name is spelled with a southern flare. This delicious super-fruit juice drink is destined to be a favorite.

Burri-Licious contains the juice of blackberries, blueberries, strawberries and oranges. Health-conscious consumers may be aware of research on these super-fruits reflecting health benefits such as improved heart function, stronger bones, prevention of cancer growth, improved brain function, skin clarification, improved digestion, boosted immunity and improved vision. The beautiful red-purple color of Burri-Licious is an honest visual promise of this flavor packed beverage.

Papple

Papple is a wacky combination of the two super fruits; pineapple and apple. By combining these delicious fruits, the name Papple came into play. The recipe design team of Southern Creek decided to keep the name simple and easy to remember.

Pineapple has three main health benefits that help strengthen bones, promote eye health and support the immune system. Apples, on the other hand, can help fight asthma, lower the risk of diabetes and may also help prevent cancer. By combining these two super fruits, Southern Creek is presenting a very nutritious and healthy drink.

The Recipes

Burri-Licious and Papple are not cold-pressed juices like other juice beverages on the market. Instead, the fruits are chopped and brewed with water and a little sugar, forming juice drinks with concentrated flavors. Ideally, fresh fruit is used when in season, but frozen fruit works just as well.

Southern Creek's Burri-Licious (small batch recipe)

Yields 14 cups OR seven 16 ounce bottles of juice drink

Ingredients:

U.S. Measurement	Ingredient
1 gallon	Water
4 cups	Orange – peeled with membrane removed; cut each peeled orange into 1/8 portions
3 cups	Blueberries – gently rub the berries under cold running water and remove stems
2 cups	Strawberries – gently rub the berries under cold running water. Remove stems and cut into quarters.
1 cup	Blackberries – gently rub the berries under cold running water.
1 cup	Sugar

Southern Creek's Papple (small batch recipe)

Yields 14 cups OR seven 16 ounce bottles of juice drink

Ingredients:

Ingredients: U.S. Measurement	Ingredient
1 gallon	Water
3 cups	Golden Delicious Apples – gently wash the apples under cold running water. Peel and core the apples. Dice into ¼ inch pieces.
3 cups	Pineapple – 1 fresh, ripe pineapple with the outer husk and inner core removed. Cut into ½ inch pieces
1 cup	Sugar

Preparation Instructions (same process for each recipe)

- Wash hands with soap and water.
- Bring the water to boil in a large pot.
- As the water is heating, prepare the fruit as indicated in the ingredient list.

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- Add the prepared fruit and sugar to the boiling water.
- Reduce the heat to medium high and continue to boil the water, fruit and sugar for 30 minutes.
- Using a potato masher, stir and mash the fruit in the boiling water 2 to 3 times during the cooking process.
- Remove from heat after boiling for 30 minutes.
- Pour the liquid and fruit through a strainer lined with cheese cloth into a large bowl. Using the potato masher, press the fruit to force as much of the liquid as possible through the cheese cloth and strainer.
- Discard the fruit pulp and cheese cloth.
- Allow the liquid to cool before serving.

Packaging

The Bottles

When deciding on the packaging design, the Southern Creek team took into consideration the people that would consume the products. The design includes a clear, square 16 oz PET resin bottle with a tamper evident screw on bottle cap. The bottles meet FDA criteria for the heat-set bottling process. The square design of the bottle ensures a more compact arrangement in boxes for shipping to vendors.

The Labels

The labels for the Southern Creek brewed fruit drinks feature vivid images of the fruit contained in each recipe. The labels meet all requirements by FDA, including the nutrition panel, list of ingredients and company contact information to the right of the main face.



Left Panel



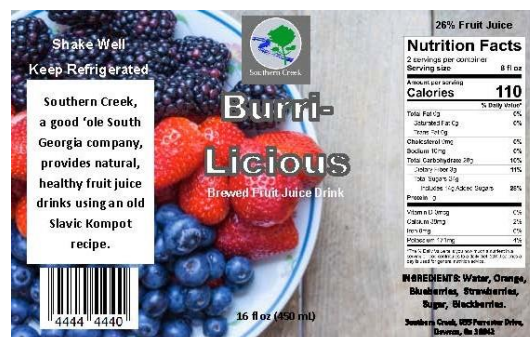
Principal Display Panel



Information Panel

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- The Principal Display Panel of the labels includes the company logo, product name, product description and the net quantity in ounces and grams.
- The Information Panel of the labels contains a statement of the % of juice by weight, the nutrition facts label, the ingredients list in descending order, and the contact information for the company.

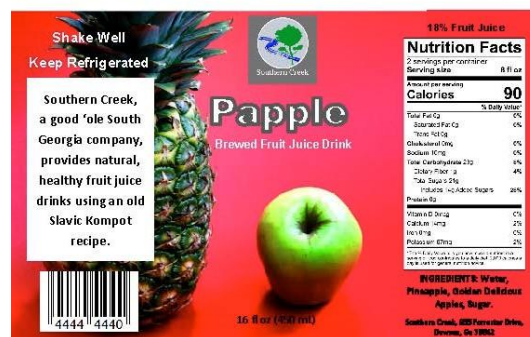


The nutritional content of Papple and Burri-Licious was analyzed by the Food Science Department at the University of Georgia.

Because Papple and Burri-Licious are diluted, the labels indicate that they are “juice drinks” in compliance with FDA Code of Federal Regulations: Title 21, Chapter 1, Subchapter B, part 101.30.

Bottling Process

Southern Creek brewed juice drinks are bottled in FDA approved Heat-set PET resin bottles that are recyclable and are BPA free. A hot fill process is the method Southern Creek uses during bottling. Since the brewing process involves heat of more than 203° F, the juice drinks are pasteurized. The juice drinks are cooled to 180° F prior to filling the bottles. The tamper evident cap is applied immediately to seal the bottle. The process of filling the bottles at this temperature also sterilizes the inner surface of the bottle. The bottle is inverted to ensure the closure is also sterilized. The sealed bottle is then brought to a cooling station. This process will help preserve the product taste and nutritional properties. The cooling process also creates a vacuum inside the container, preventing microbial growth. The cooled bottle is dried and labeled.



Storage, Display Plan and Shelf Life

According to eatbydate.com, the ingredients in these two juice drinks with the shortest shelf life are orange juice and pineapple juice. Based on this information, the recommended shelf life of Papple and Burri-Licious is 14 days. Since refrigeration is the only storage option for orange juice, both juice drinks will be stored and displayed in refrigeration units.

Safety

Southern Creek is aware of the potential dangers associated with providing a product that uses fresh produce. These safety concerns are initially addressed by ensuring all produce is obtained from local farmers that observe USDA guidelines on chemical use and the hygiene of the harvesters. Upon arrival at the Southern Creek bottling facility, all produce is inspected and stored according to USDA guidelines.

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Southern Creek production line employees will be certified in ServSafe and trained on USDA and FDA requirements. All products will be stored and packaged in new, clean, and clearly labeled containers. Accurate recordkeeping will help show that processors are continuously implementing food safety controls.

The safety team for Southern Creek will ensure that all required permits are obtained and that the food storage and preparation areas are in compliance with the Department of Public Health inspections.

The safety team will develop an appropriate Hazard Analysis Critical Control Point (HACCP) plan. One important component of this plan will ensure that the Southern Creek bottling facility will have an on-site quality control lab staffed by employees that have passed qualification requirements of USDA and FDA. The HACCP plan will also ensure that OSHA regulations are addressed for the safety of employees.

Cost analysis and pricing

The cost of producing small batches (1 gallon) of the flavors was analyzed by the Southern Creek team. The results were:

- Burri-Licious costs \$12.57 per small batch which actually yields fourteen cups or seven 16 oz bottles of juice drink. That means that the company could not charge less than \$1.80 per bottle.
- Papple costs \$8.91 per small batch which yields fourteen cups or seven 16 oz bottles of juice drink. That means the company could not charge less than \$1.29 per bottle.

The Southern Creek team recognizes that when produced on a larger scale, they will be able to negotiate with local farmers for discounted bulk produce. The team met with Mr. Mark Daniel of Mark's Melon Patch to discuss all aspects of a contract with him for fresh produce. He stated that the seller determines the price of the bulk produce contract by examining the total cost of production of said produce. He emphasized the importance of an honest contract and stated that the seller would expect the buyer to be straightforward in his negotiations.

He also stated that produce from Mark's Melon Patch is treated with herbicides and pesticides, meaning that any product that is made with their produce cannot be classified as organic.



Southern Creek team meeting with local farmer.

Market Research and Target Audiences

The market research team of Southern Creek conducted surveys with three different groups in the community. Initially, the team had developed three flavors: Burri-Licious (a blend of berries and oranges), Papple (a blend of pineapple and apple), and Pango (a blend of peach and mango). After evaluating the market survey results from the first two groups (Rotary Club and Homeschool), the Southern Creek team decided to discard Pango as an offered flavor for the market.

Market Survey

The initial two market surveys were conducted on the same day with the same batches of juice drink recipes. For each flavor tasted, survey participants were asked three questions:

1. Do you like this flavor?
2. Would you recommend this to a friend?
3. Would you be willing to pay \$2.39 for a 16 ounce bottle of this juice drink?

At the end of the survey, participants were asked to choose their favorite of the three choices.

Rotary Club market survey

Twelve members of the Dawson Rotary Club participated in the market survey. Ten of the twelve were over 50 years of age. Seven of the twelve selected Burri-Licious as the favorite. Pango received four votes and Papple only received one vote.

Homeschool market survey

During the Homeschool 4-H Club meeting, sixteen people participated in the market survey. Ten were under 20 years of age, 1 was between 40 and 60 years of age, and 5 did not indicate age. The results reflected that ten of the 16 survey participants preferred Papple. Burri-Licious received four votes and Pango received 3 votes.

Archery tournament market survey

Based on these first two market survey groups, it appeared that the older consumers prefer Burri-Licious, while younger consumers prefer Papple. This theory was tested with the third survey group at a local archery tournament. Thirty-three people participated in the market survey at the archery tournament. Fourteen of the participants were under 20 years of age and twelve were 40 years of age or older. In this survey group, the majority of the younger participants actually preferred Burri-Licious, while the majority of the older participants preferred Papple. The Southern Creek marketing team is concluding from these three surveys that marketing of the products will be to a universal target audience.



Market surveys at local archery tournament

Marketing Plan

Branding

The logo for Southern Creek is an abstract illustration of a creek with a tree on a two-toned gray background. The marketing team designed this logo intentionally to convey to the consumer that these juice products are natural and refreshing.

Target audience marketing

Based on the results of the market surveys, Southern Creek discovered that Burri-Licious and Papple are equally liked among all age groups. Therefore, the marketing strategy is wide open to all target audiences.

Short-term marketing plan

While in the initial stages of production, Southern Creek will utilize high-impact, low-cost advertising with Social Media being the main focus of the marketing campaign. This will include a company web site, Facebook page, Instagram and You Tube. With purchased boosts, Facebook posts about Southern Creek products will reach larger audiences. The marketing team will set up booths at farmers markets, community event and concerts to promote and sell Papple and Burri-Licious. At each of these special events, the marketing team will create custom geofilters for Snapchat promoting Southern Creek products.

Long-term marketing plan

Once Southern Creek products have reached large scale production, the marketing plan will be re-evaluated to determine if a larger budget is needed to reach more customers. If the evaluation at that time indicates that the marketing plan need to expand, additional advertising will be developed for other mass media venues. This will include signage on vehicles, such as mass transit buses. Radio advertising will be developed and will include traditional radio and music streaming platforms. Billboards along major highways and in large cities will be utilized. Finally, television commercials will be aired during times of peak consumer visibility.