

Eat Delicious Healthy New Foods

2737
兵庫県立伊丹高等学校

Product: Umechan Sandwich



- Sandwich with chopped umeboshi kneaded into the bread
- Original umeboshi dressing

Product: Amazake Cake



- Amazake can be used in sweets instead of sugar
- More healthy than usual cakes

Methods

Questionnaire with a presentation and tasting

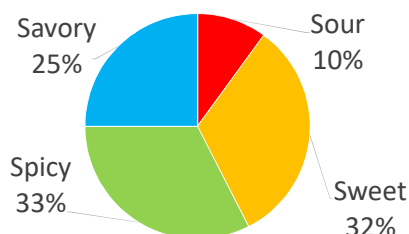
Place; At Baruch high school in N.Y.

Time; October 25, 2017

The number of people; 40 people

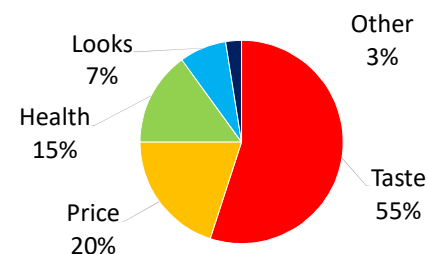
Preference

What kind of taste do you like?



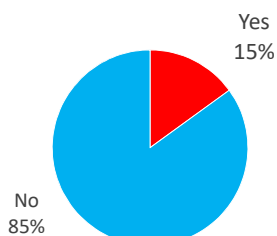
Priority for food choice

What do you think the most important thing when you choose foods?



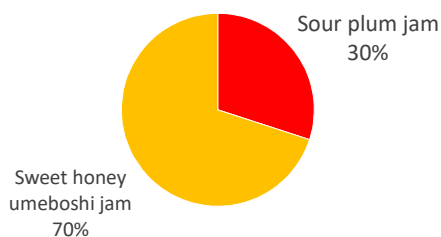
Awareness

Do you know Umeboshi?



Tasting

Which was more delicious?



Discussion about umeboshi

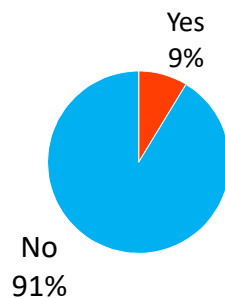
	Problem	Solution
Awareness	Not well known	We will sell samples at a supermarket and let them know about umeboshi first
Tasting	They prefer sweet ones	Process it more, remove the sourness a little
Preference	Sour is a little	Change to a sweeter taste
Importance for choosing food	There are overwhelmingly more people who care about taste than health	Make the product by focusing on the taste

Conclusion Umechan sandwich

- We give top priority to the taste of umeboshi
- The health of only umeboshi is also important
- Make a sweet taste using honey umeboshi

Awareness

Do you know Amazake?



Discussion about amazake

	Result	Suggestion
Awareness	Not well known	Advertise, especially the nutrition of amazake
Tasting	More than 50% gave positive answer	Target is the people who gave a positive answer
Preference	Sweet and spicy are high	Sweet flavor
Priority for food choice	Taste is a priority	Adjust taste to people who gave a positive answer

Conclusion Amazake cake

- Amazake was accepted by more than 50% people of N.Y.
- Priority is to advertise the good components of it than taste