



EGGPLANT DIP BY RIFQA DACLOUSH

Monday 12/14/2020

<https://i2.wp.com/www.downshiftology.com/wp-content/uploads/2020/03/Baba-Ganoush-10.jpg>

PRODUCT NAME

- ✓ **Baba Ghanouj**

PRODUCT SLOGAN

- ✓ **“Delicious to Eat, Fun to Say”**

PRODUCT DESCRIPTION

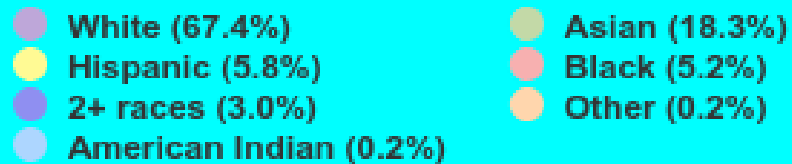
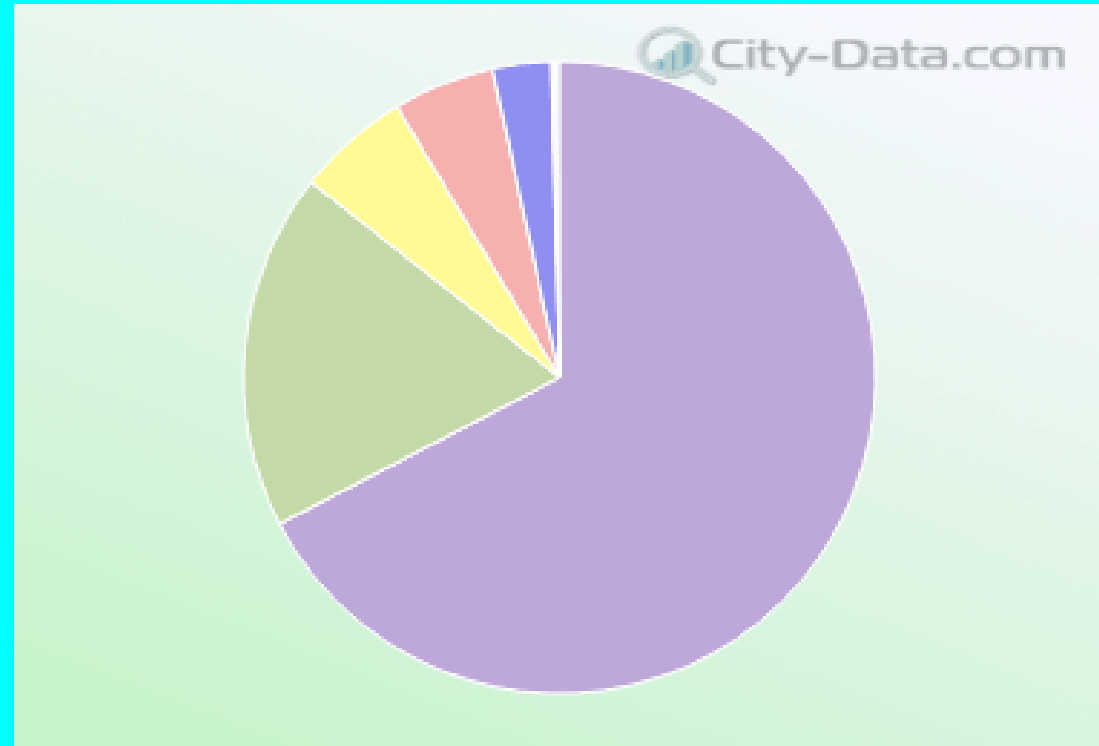
- ✓ **Plant Based**
- ✓ **Few Ingredients**
- ✓ **Flavor Profile**
- ✓ **Health Benefits**
- ✓ **Ways to Enjoy**
- ✓ **Vegetarian**
- ✓ **Alternative to Hummus**



TARGET MARKET

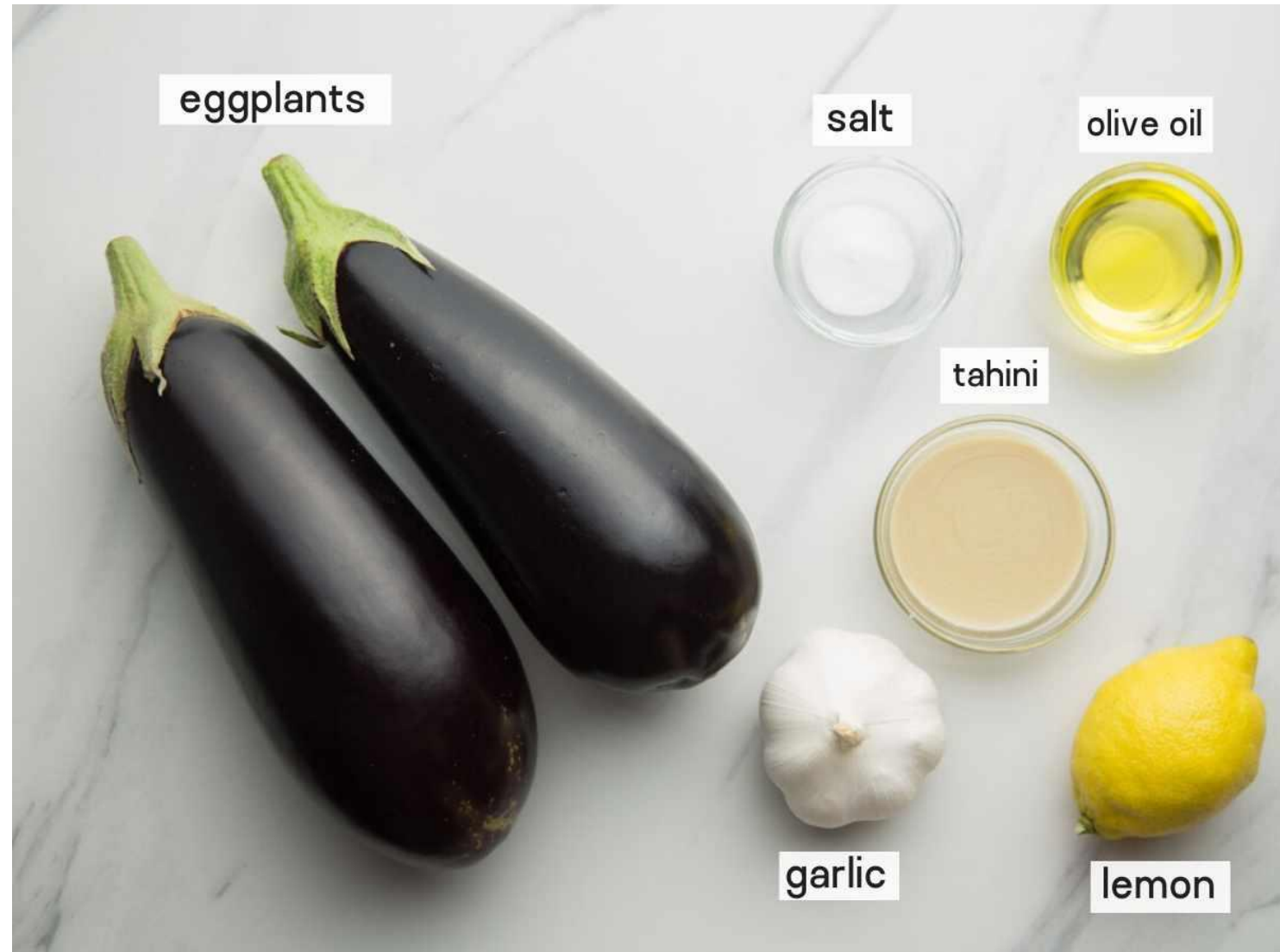
- ✓ Naperville
- ✓ Median Income \$118,187
- ✓ Labor Force 68.8%.
- ✓ Under 18 25.6%
- ✓ Asian 18.4%
- ✓ Indian Presence
- ✓ Grocery Stores
- ✓ Online

Races in Naperville, IL (2017)



INGREDIENT FUNCTIONALITY

- ✓ Eggplant
- ✓ Garlic
- ✓ Lemon Juice
- ✓ Tahini
- ✓ Olive Oil
- ✓ Greek Yogurt 2%
- ✓ Salt
- ✓ Serrano pepper
- ✓ Sumac
- ✓ Parsley



FOOD SCIENCE CONCEPT ONE

CARAMELIZATION

- ✓ **Carbohydrates**
 - **Glucose**
 - **Fructose**
- ✓ **Monosaccharides**
 - **Complex Polymers**
- ✓ **Nutty Buttery Flavor**
- ✓ **Golden to dark brown**
- ✓ **Nonenzymatic Reaction**



FOOD SCIENCE CONCEPT TWO

SMOKE POINT

- ✓ Degradation of Fat & Oil
- ✓ Safe Options For High Heat
 - > 191°C
 - Vegetable Oil
 - Canola Oil
 - Avocado Oil





12 g of total carbohydrates per serving

Keep refrigerated and please enjoy within 7 days of opening with veggies or crackers

Nutrition Facts		Amount/serving	% Daily Value*	Amount/serving	% Daily Value*	
6 servings per container Serving size 0.25 Cup (32g) Calories per serving 120	Total Fat	8g	16%	Dietary Fiber	6g	21%
	Saturated Fat	1.2g	6%	Total Sugars	5g	10%
	Trans Fat	0g	0%	Includes 0g Added Sugars		0%
	Cholesterol	0mg	0%	Sugar Alcohol	0g	0%
	Sodium	115mg	5%	Protein	4g	8%
	Total Carbohydrate	12g	4%			
	Vitamin D	0mcg	0%	Calcium	66mg	6%
	Potassium	417mg	8%	Iron	1mg	6%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: eggplants, tahini (sesame paste), lemon juice, parsley, garlic, serrano pepper, yogurt, olive oil, sumac, salt



✓ No Preservatives
✓ No Artificial Colors



✓ Low Sodium

✓ No Sugar Added
✓ Cholesterol Free



Net Wt. 10 oz. (284 g)

PACKAGE DESCRIPTION & DESIGN

NUTRITION FACTS

Serving size: 1/4 Cup

Servings: 6

Amount per serving

Calories **124**

% Daily Value*

Total Fat 8.1g **10%**

Saturated Fat 1.2g **6%**

Cholesterol 0mg **0%**

Sodium 115mg **5%**

Total Carbohydrate 11.9g **4%**

Dietary Fiber 6.4g **23%**

Total Sugars 4.9g

Protein 3.5g

Vitamin D 0mcg 0%

Calcium 66mg 5%

Iron 1mg 8%

Potassium 416mg 9%

**The % Daily Value (DV) tells you how much a nutrient in a food serving contributes to a daily diet. [2,000 calorie a day](#) is used for general nutrition advice.*

APPROPRIATE NUTRIENT CLAIMS

High fiber: The product has 23% fiber per serving.

Low sodium: The product has 115 mg per serving.

Cholesterol free: The product has 0% cholesterol.

No added sugar

Contains no preservatives

Contains no artificial colors

12.1 g of total carbohydrates per serving

CONVENIENCE

- ✓ Personal
- ✓ Small Group
- ✓ Light Weight
- ✓ Picnics
- ✓ Indoor
- Environment
- ✓ Dipping Friendly
- ✓ Minimal Space



THANK YOU!

