Inclusion Checklist

When starting the process of selecting inclusions for your products, there are a lot of details to consider. Let us help you find the perfect inclusion for your next project.

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1. Application

What type of finished product is being created? Inclusions that work best in chocolate can have different properties to those in ice cream or bakery items. Knowing what type of finished product the inclusions will be used in will not only speed up the process to find the best result but save lots of time in development and formulation. There may also be varying considerations if the inclusion item is decorative, on the outside or top of the product, vs one that is mixed in, such as in a milkshake or ice cream tub.

2. Texture

When it comes to texture, what is the experience your finished product is intended to deliver for your end-users? Is it a crunch, a chew or a crumbly biscuit texture that you desire. How does this texture sit with the other textures of the product? What is the desired level of contrast you want to achieve?

3. Flavour

Then when it comes to flavour, are you looking for something that enhances the flavour of your product or are you looking for a hero flavour that comes out in your inclusion? Something that really gives that pop of flavour and stands alone or just blends in and reinforces the flavour of the finished product?

4. Size

What message are you looking to send with the size of the inclusions in/on your products? Are you wanting small pieces evenly distributed through the product, giving a feeling of abundance or a larger piece with less quantity and a sense of gourmet decadence in the finished product?

5. Colour

When considering the colour of your inclusion, are looking for something that blends in and matches the colour of your product, or are you looking for a bold bright colour that stands out and adds excitement for the consumer.

6. Requirements & Restrictions

Your next project may be limited by some requirements and restrictions that could include: Dairy-Free, Gluten-Free, Vegetarian or Vegan-friendly, no artificial colours and flavours, Halal or Kosher.

7. Price Point

Every project has a target price point. If your development is in the premium end of the market, you may want to use a premium dark chocolate as a coating on your inclusion. If your product is in the everyday end, you may want to use compound milk choc coating to suit this market.

These features of application, texture, flavour, size, colour, requirements & restrictions and price point are very important to every product inclusion development, but also, are a lot to think about. We think about them every day and would love to help you with your development. Our team can be reached on +64 6 376 8774 or info@foodflo.co.nz.