

Product Description



- ✦ Tikka masala simmer sauce
- ✦ Dairy-free
- ✦ Designed for vegetarian/vegan cooking
- ✦ Medium-hot spiciness

Original Recipe: Generic Curry

1 large onion
4 garlic cloves
1 tbsp canola oil
1 tsp mustard seeds
1 tsp fennel seeds
¼ tsp ground coriander

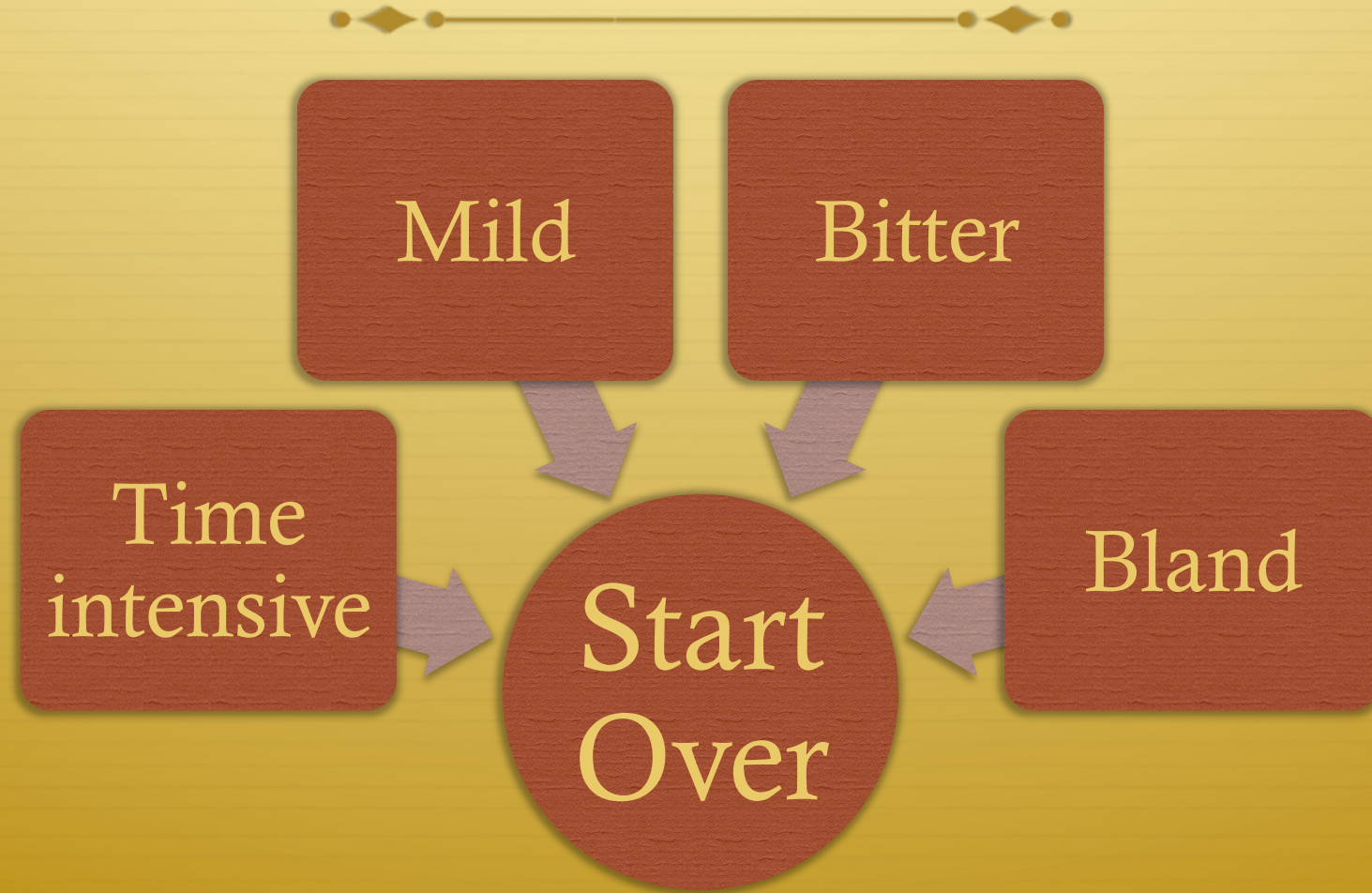
1 piece (2 inches) fresh ginger, peeled
and finely grated
2 tbsp tomato paste
3 cups plus 1 tbsp water
Course salt
¼ tsp crushed red pepper flakes

Puree onion, garlic, and 1 tablespoon water in a blender until smooth. Heat oil in a pot over medium. Add the mustard and fennel seeds and the coriander; cook, stirring, until fragrant, 1-2 minutes. Stir in the onion paste and ginger. Cook, stirring often, until caramelized, 6-8 minutes. Add tomato paste, and cook 1 minute. Stir in remaining 3 cups of water, 2 tsp salt, and red pepper flakes.

Trial #1



Trail #1 Results



Trial #2



- ✦ Focus on a more specific flavor/type of sauce
- ✦ GOAL: Richer flavor, creamier textures, no blending involved
- ✦ Modify to dairy-free after getting the spices right

New Recipe: Tikka Masala

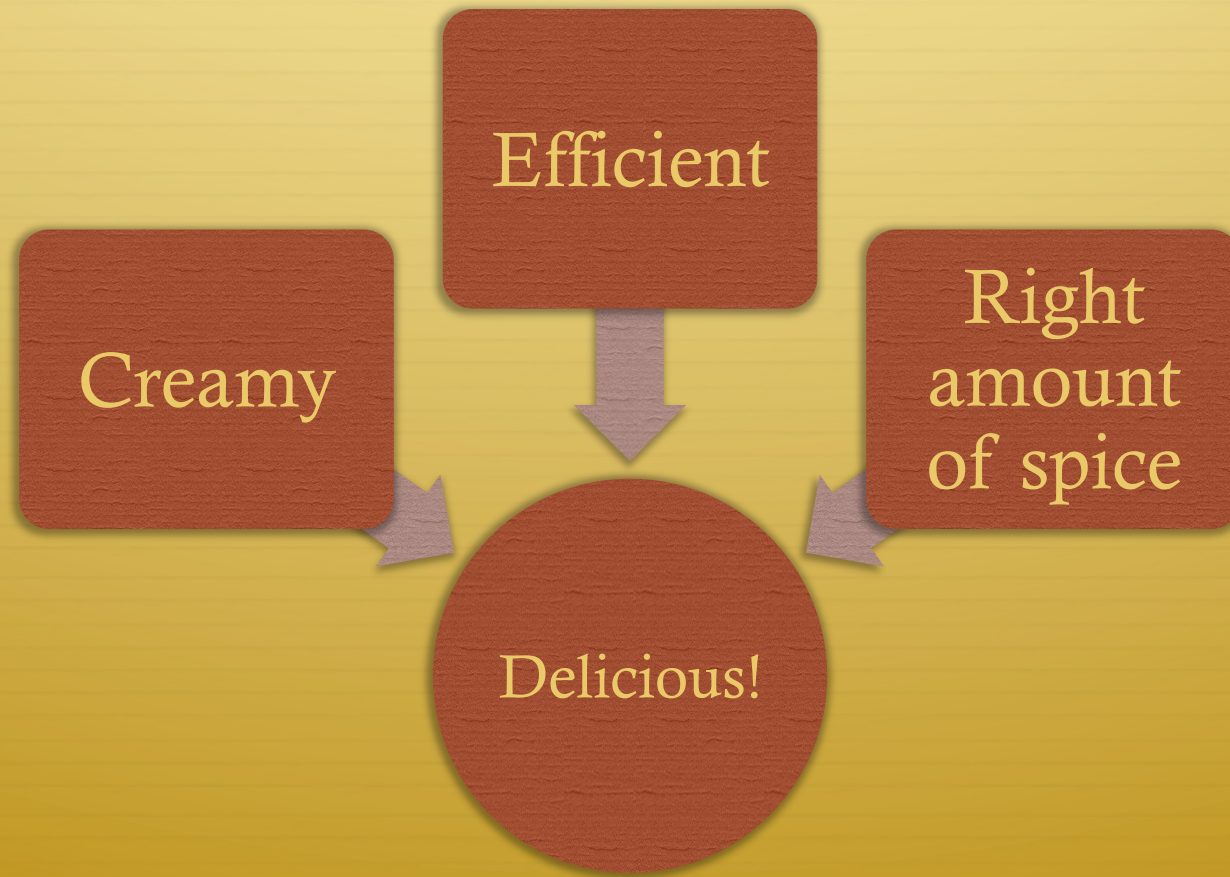
2 tablespoons ghee (clarified butter) 1/2 teaspoon ground cinnamon
1 onion, finely chopped 1/4 teaspoon ground turmeric
4 cloves garlic, minced 1 (14 ounce) can tomato sauce
1 tablespoon ground cumin 1 cup heavy whipping cream
1 teaspoon salt 2 teaspoons smoked paprika
1 teaspoon ground ginger 1 tablespoon white sugar
1 teaspoon cayenne pepper

Heat ghee in a large skillet over medium heat and cook and stir onion until translucent, about 5 minutes. Stir in garlic; cook and stir just until fragrant, about 1 minute. Stir cumin, 1 teaspoon salt, ginger, cayenne pepper, cinnamon, and turmeric into the onion mixture; fry until fragrant, about 2 minutes. Stir tomato sauce into the onion and spice mixture, bring to a boil, and reduce heat to low. Simmer sauce for 10 minutes, then mix in cream, paprika, and 1 tablespoon sugar. Bring sauce back to a simmer and cook, stirring often, until sauce is thickened, 10 to 15 minutes.

Trial #2



Trial #2 Results



Final Modifications



- ✦ GOAL: Make it dairy free → Coconut milk, oil
- ✦ GOAL: Adjust smoky flavor → Regular paprika
- ✦ GOAL: Make it spicier → Use heaping spoonfulls of spices

Final Recipe

1 tablespoon coconut oil

1 onion, finely chopped

4 cloves garlic, minced

1 tablespoon ground cumin

1 teaspoon salt

1 teaspoon ground ginger

1 teaspoon cayenne pepper

1/2 teaspoon ground cinnamon

1/4 teaspoon ground turmeric

1 (14 ounce) can tomato sauce

1 cup lite coconut milk

2 teaspoons paprika

1 tablespoon white sugar

Heat ghee in a large skillet over medium heat and cook and stir onion until translucent, about 5 minutes. Stir in garlic; cook and stir just until fragrant, about 1 minute. Stir cumin, 1 teaspoon salt, ginger, cayenne pepper, cinnamon, and turmeric into the onion mixture; fry until fragrant, about 2 minutes. Stir tomato sauce into the onion and spice mixture, bring to a boil, and reduce heat to low. Simmer sauce for 10 minutes, then mix in cream, paprika, and 1 tablespoon sugar. Bring sauce back to a simmer and cook, stirring often, until sauce is thickened, 10 to 15 minutes.

Marketing



Brand: Simmer Up!

Tagline: “Dairy-free flavors from the world to your plate.”

Packaging text: “We all need more spice in our lives. Let’s start with our veggies. The cauliflower and mushrooms won’t know what hit ‘em, but they’ll be belly dancing their way all the way to your mouth.”

Target audience: Anyone trying to eat more vegetables

Stores: Target, King Soopers, Safeway

Price: \$3.50 per jar

Packaging



Time for a taste!

