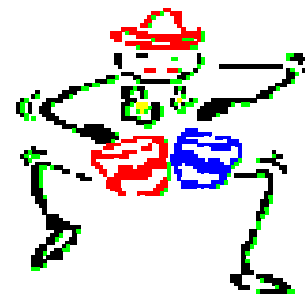




Bongos® The Cool Snack™

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Snack revolution is here!!!

- A novel source for snack production that offers a great quality snack and provides the consumer with a nutritious, high fiber, flavorful and fun product.
- Bongos® is a bite size snack made out of sorghum and flavored with Spicy Cheese, Cheddar Cheese, Buffalo Flame and a special sweet Cinnamon Crunch.
- Teenagers are the target market for this product.
- Bongos® are presented in a convenient resealable package that will keep the product fresh and allow you to eat your snack right out of the container.

MARKETING

- Worldwide, the snack industry is becoming larger increasingly important.
- Consumers now see eating as something to be done while you do something else and from this comes the need of convenience.
- The size of the teen market for food and related products is one of the greatest hidden opportunities for marketers.
- Food choices of adolescents are typically inconsistent with the Dietary Guidelines for Americans. Whole grains consumption will help meeting this requirement.
- Sorghum has traditionally been used in food products and various food items, like porridge, unleavened bread, cookies, cakes, couscous, and malted beverages.

PRODUCT DESCRIPTION

Bongos® is the first whole grain based extruded snack made out of sorghum, it comes in a convenient package and making it a cool snack focuses in the teenager market.

FORMULATION

Product is made out of 100% whole sorghum meal tempered to 15-16% moisture.

PROCESS DESCRIPTION

Whole sorghum is extruded in a single screw short barrel adiabatic type extruder. The following diagram shows the steps involved in preparation of raw material, as well as final steps such as drying, flavoring and packaging.

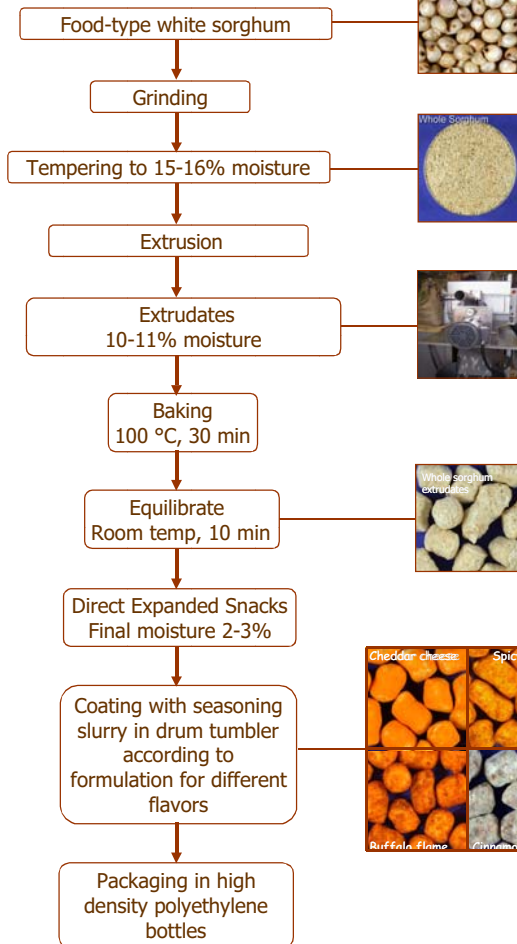


Table 1. Coating/Seasoning Formulation.

Ingredient/ Flavor	Cheddar Cheese	Spicy Cheese	Buffalo Flame	Cinnamon Crunch
Sorghum extrudates	60.8%	60.8%	60.8%	60.8%
Corn oil	28%	28%	28%	28%
Cheese flavor	7.5%	5%	-	-
Acid whey	3.5%	3.5%	1.1%	-
Buffalo wing seasoning	-	-	7.7%	-
Chili powder	-	2.5%	2.2%	-
Apple pie spice	-	-	-	1.8%
Sugar	-	-	-	4.8%
Maltodextrin	-	-	-	3.5%
Cinnamon	-	-	-	0.9%
Salt	0.2%	0.2%	0.2%	0.2%
Total	100%	100%	100%	100%

NUTRITIONAL LABEL

Buffalo Flame	Cheddar Cheese	Cinnamon Crunch	Spicy Cheese
NUTRITION FACTS Serving size 30g Amount per serving % Daily Value*	NUTRITION FACTS Serving size 30g Amount per serving % Daily Value*	NUTRITION FACTS Serving size 30g Amount per serving % Daily Value*	NUTRITION FACTS Serving size 30g Amount per serving % Daily Value*
Total Fat 10g 20%	Total Fat 10g 20%	Total Fat 10g 20%	Total Fat 10g 20%
Total Carb 20g 40%	Total Carb 20g 40%	Total Carb 20g 40%	Total Carb 20g 40%
Total Protein 10g 20%	Total Protein 10g 20%	Total Protein 10g 20%	Total Protein 10g 20%
Total Fiber 5g 10%	Total Fiber 5g 10%	Total Fiber 5g 10%	Total Fiber 5g 10%
Total Sugar 5g 10%	Total Sugar 5g 10%	Total Sugar 5g 10%	Total Sugar 5g 10%
Total Fat 10g 20%	Total Fat 10g 20%	Total Fat 10g 20%	Total Fat 10g 20%
Total Carb 20g 40%	Total Carb 20g 40%	Total Carb 20g 40%	Total Carb 20g 40%
Total Protein 10g 20%	Total Protein 10g 20%	Total Protein 10g 20%	Total Protein 10g 20%
Total Fiber 5g 10%	Total Fiber 5g 10%	Total Fiber 5g 10%	Total Fiber 5g 10%
Total Sugar 5g 10%	Total Sugar 5g 10%	Total Sugar 5g 10%	Total Sugar 5g 10%

PACKAGE LABEL



New spicy
"Buffalo Flame Bongos™"

SAFETY AND SHELF LIFE

- Bongos® come in a food grade high-density polyethylene container.
- The package provides moisture proof protection that prevents the product from absorbing moisture and losing crispiness.
- Modified atmosphere packaging is applied in a concentration of 30% CO₂ and 70% N₂.
- Nitrogen/carbon dioxide mixtures extend the shelf life of packaged foods by preventing spoilage from oxidation, mold growth, moisture migration and insect infestation.
- This helps to preserve freshness and taste, while providing convenience and durability to the product.
- The product has a shelf life of 6 months after production.

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