

Research · Industrial Design · Engineering Science · Medical · Technology Development · Electronics · Software · Innovation



Maya Process and concept for breakthrough hot chocolate

Despite a multitude of branded hot chocolate products, the end result is often disappointing. "Poor mixing", "messy" and "weak taste" are criticisms regularly levelled even at branded offerings.

This observation sparked the idea to design a breakthrough hot chocolate that consumers will love, which could profit from trends towards hot chocolate and premium chocolate products.

After a series of focus groups and brainstorming meetings, scientists and engineers at Cambridge Design Partnership took to the lab and looked at the science behind the foaming and mixing process. The result is a patent for a totally new process that uses steamed fresh milk and special pods of real chocolate to create the unique and delicious experience pictured. A concept for a stylish, compact kitchen-top machine to carry out the process was then developed and rendered by our in-house industrial designers.

Cambridge Design Partnership are looking for innovative partners to take Maya forwards and exploit this new market opportunity for quality brands.

Opportunity highlights

- Breakthrough hot chocolate from a stylish compact machine
- First into a new premium chocolate category
- Fill the gap between existing brands and coffee shop prices
- A range of protectable high margin products
- Follow trends for growth in premium and hot chocolate
- Your brand on the kitchen worktop

Skills deployed

- Running focus groups to identify unmet user needs
- Identification of an untapped profitable new market
- Scientific experimentation to facilitate a Eureka moment
- Cost engineering to maintain a premium product system
- Industrial design to create a stylish, ergonomic concept
- Integration of the above to offer successful innovation

For further details contact:

Paul Scott
Mechanical Engineer
ps@cambridge-design.co.uk

