

Development of Persian soups

Ful Development of Persian soups\meat dishes from
Australian Lamb for Export Markets

Project Code
2020-1089

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Date Submitted
15/05/2023

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Project Description

Project was to set up a pilot plant to produce Kaleh Pacheh, a Persian-style soup made from sheep feet and heads in a ready-made meal frozen format.

Project Content

The project covers.

- Securing a test location and machinery to complete pilot scale trials to validate yields and process and product specifications in transforming raw lamb bones, head and feet into value added Persian style soups and dishes (technical feasibility)
- Identifying market demand and key product features and marketing mix (target market desirability)
- Evaluating commercial business case to scale-up (viability)

Project Outcome

Limited success internationally and domestically for repeat orders and commercialisation. Extension to project could include development of Paya, Charred Products and washing product from dirty.

Benefit for Industry

Value adds of offal products to increase profit margin for processors.

Unique Cooking Process Refined

Key Steps Consideration

Burning of Pot, Cook Times, Yield in Tray, Excess Liquid, Loss of weight through charring, size variation of raw material, fat in soup

Food Product Development

Key Steps Consideration

Ideation, Formulation / Product Development, Processing / Engineering and Production, Commercialisation / Marketing and Sales, Key Team Members, Quality, Regulatory

Useful resources

Link to brand landing page – <http://www.sofreh.com.au>