

**CULINARY INNOVATION AND NEW PRODUCT
DEVELOPMENT REPORT
BAKED HIGH PROTEIN SNAPPER FISH ROE CHIPS CURED
WITH SOY SAUCE**



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Surabaya, August 21th, 2024



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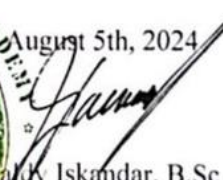
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PREFACE

Praise to God, for giving me strength and letting me through all the difficulties so I was able to finish this Culinary Innovation and New Product Development Report.

I also take this opportunity to express my gratitude to:

1. Chef Zaldy Iskandar, B. Sc as director of Ottimmo International Master Gourmet Academy
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ABSTRACT

The snack market is a growing demand for high-protein options, driven by increasing health awareness and changing dietary preferences. Fish roe chips, a novel and nutritious snack, have emerged as a promising contender in this space. Each serving of 75 grams provides a substantial 430 calories, making it a satiating choice for consumers. Priced at Rp 27,500 per serving, fish roe chips offer an affordable and accessible source of high-quality protein and other essential nutrients. This culinary innovation and development project aims to explore the potential of fish roe chips in the snack industry, focusing on their nutritional benefits, consumer acceptance, and market viability. Through comprehensive analysis and strategic positioning, this study seeks to establish fish roe chips as a versatile and health-conscious snack option in the competitive snack market.

Keyword: *Fish roe, High protein, Chips, Snack*

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