

CHAPTER I

INTRODUCTION

1.1 Background “O’Healthy Sausage!”

The modern word “sausage” comes from Old French “saucisse” which is derived from the Latin word “salsus” meaning “salted”. The term was probably used to describe just about any type of salted or cured meat. Sausage making and curing meats was a way for people to preserve meats before the time of refrigeration, as it’s popularity spread and the techniques specific to their region. In today’s society, people perceive sausages as a substandard meal, due to its unhealthy ingredients and unclean processing.

Generally, sausages are made from beef, chicken, and pork. However, the unhealthy ingredients such as high fat and the use of preservative and unclean processing lead to unhealthy consumption which often cause several diseases. “O’Healthy Sausage!” introduces the new way of enjoying sausages. By providing healthy ingredients and the new way to make sausages, “O’Healthy Sausage!” aims to improve people’s healthy diet but still can enjoy their favourite food ‘sausages’.

The sausages will be produced using variety of vegetables. Moreover, it is also edible for vegetarian. It has main ingredients such as peas and carrots. Green peas are one of the most nutritious leguminous vegetables rich in health promoting phytonutrients, minerals, vitamins and antioxidants. Sweet and crunchy carrots are notably rich in antioxidants, vitamins and dietary fiber. They provide only 41 calories per 100 g, a negligible amount of fat and no cholesterol.

The challenge are to introduce the product and to get people trust as “O’Healthy Sausage!” is a real new way of enjoying sausage.

1.2 Objective

“O’Healthy Sausage!” aims to presenting high quality and nutritions of vegetarian sausage. People who like to consume sausage will have the same taste but in healthier way. The quality of ingredients that “O’Healthy Sausage!” uses will give the rich taste of vegetarian sausage which will attract people in every age. In addition, “O’Healthy Sausage!” aims to give a new rich and good taste for vegetarians and young generation. Based on researches, the demand of sausage consumption mostly comes from young generation. By providing, high nutrition sausage product, it helps to improve nutrition consumption for young people.