

CHAPTER I

INTRODUCTION

1.1 Background

Muffin is an individual-sized, baked quick bread product. Contains two main ingredients, flour and milk. BROS0 muffin choose to use brown rice flour and soy milk to make our muffin. Different from the original muffin that use normal flour and dairy milk. The author change the main ingredient for having muffin with low cholesterol content and more health benefit.

Brown rice is a highly nutritious food. It is a whole grain that is relatively low in calories (216 calories per cup), high in fiber, gluten-free and can be incorporated into a variety of dishes. Brown rice also contains magnesium, phosphorus, selenium, thiamin, niacin and vitamin B6, and an excellent source of manganese, with 88 percent of your daily manganese in just one cup cooked (Jessie Szalay,2015).The key benefits of soy milk are its high protein content, vitamins, minerals and insoluble fiber. The high fiber content of soy milk valuable in cases of constipation, high cholesterol and type 2 diabetes(Jo Lewin,2006)

BROS0 muffin is a low cholesterol muffin that also lowering cholesterol. Cholesterol is a soft fatty substance. Cholesterol does not dissolve well in water. This weak ability of cholesterol to dissolve in water is a major factor in the development of atherosclerosis. The author change the normal flour and dairy milk to brown rice flour and soy milk. The oil in brown rice has been shown to lower levels of LDL cholesterol, also known as the bad cholesterol, by up to seven percent. At the same time, a diet high in whole grains can increase the level of HDL cholesterol, or the good cholesterol. Brown rice contain good fiber content make digestion system improves so the liver pulls cholesterol from the blood to create bile acid that reduce the amount of LDL. Soy products help to control the cholesterol level because: soy is cholesterol-free, the soy proteins reduce the

cholesterol level, most of the fats in soy products are poly-unsaturated, soy isoflavones prevent atherosclerosis, soy contains soluble fibers which reduces the amount of cholesterol circulating in the blood. Beside that the author choose soy milk for the substitution of dairy milk so that people with dairy product allergy can consume our muffin.

BROSO muffin tend to be more inexpensive from the normal muffin because soy milk price cheaper than dairy milk. The difference between BROSO muffin and normal muffin are BROSO muffin contains more health benefit than normal muffin. Beside our delicious taste BROSO muffin more nutritious than normal muffin. Good for people on diet program because BROSO muffin using ingredients with high fiber contains, whole grain product (brown rice flour). Also our ingredients help lowering cholesterol content. The author expect our customer will be middle to low people, people on diets, people with cholesterol issues, people with dairy product allergy, teenagers that like to try new things.

Objective

1. Presenting a high-quality brown rice and soy milk muffin that have a good taste and give a health benefit (contain low cholesterol ingredients, lowering cholesterol content)
2. BROSO muffin is served without artificial preservatives and produce with hygienically process, so it is save to be consumed