

**RESEARCH AND DEVELOPMENT FINAL PROJECT**

**HEALTHY FREE CAFFEINE AND HIGH ANTIOXIDANT  
COFFEE FROM DATE SEEDS**



**By**

**Galuh Silaturachmi (1574 1300 100 37)**

**AKADEMI KULINER DAN PATISERI OTTIMMO  
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Arranged by:  
GaluhSilaturachmi (1574 1300 100 37)

Surabaya, September 5<sup>th</sup> 2017  
Approved by:

Supervisor,



Heni Adhianata, STP., M.Sc  
STP., MSc  
NIP. 199006131402016

Examiner I,



Irra Chrisyanti Dewi,  
S.Pd., M.S.M  
NIP. 197812011702028

Examiner II,



Asri Puspita Wardhani,  
STP., MSc  
NIP. 198910261402017

Director of Akademi Kuliner dan  
Patiseri Ottimmo Internasional,



Zaldy Iskandar, B.Sc.  
NIP. 197310251201001

Head of Study Program Culinary Art  
Akademi Kuliner dan Patiseri  
Ottimmo Internasional,



Irra Chrisyanti Dewi, S.Pd., M.S.M  
NIP. 197812011702028

## **PREFACE**

The author would like to thank to God because of his blessing the author can complete this research and development project. The author doing this project report as a part of the Diploma Curriculum, required to make a research and development as a final project score. This project report contains detail of cooking method, ingredients, nutrition facts, marketing strategy, and also product calculation.

In the process of doing this project, the author would like to thank Mr. Zaldy Iskandar, Ms. Heni Adhianata for their help in the process of making the product and the report.

The author would like to apologize if there is mistake in this project. The author hope this report can be useful for everybody and used properly.

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## **EXECUTIVE SUMMARY**

Dates (Arabic: تَمْر, Tamr; Latin name *dactylifera Phoenix*) is a palm plant (Arecaceae) in the genus of *Phoenix*, its fruit can be eaten. Dates have single seeds that measure about 2-2.5 cm long and 6-8 mm thick.

Many people know date palm, they already eaten many times. After they eat the date palms, they would throw away the seeds. This can be our best opportunity, we try to recycle the seeds become a healthy caffeine free coffee with cardamom aroma. That has compound benefit between date seed and cardamom.

We saw a marketing from our tagline “Healthy is delicious” in the packaging because it can persuade people to buy. Because we are healthy, decaffeinated coffee that is coffee from date seeds. We will begin to promote our products in a cafeterias, shopping centers, coffee bar, cafe, in Surabaya. We sell our products with price Rp13.500. Our target is the middle high class and the upper middle. Based on break event point analysis, our product will be successfully reached a BEP after successfully selling 165 units.