

RESEARCH AND DEVELOPMENT FINAL PROJECT

COCO

Utilization of Coconut as an Intolerant-Friendly High Protein Jam



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NATURAL COCONUT JAM

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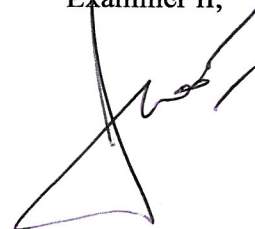
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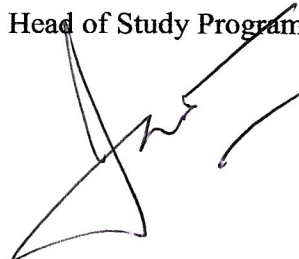
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EXECUTIVE SUMMARY

Coconuts have slowly become a very popular and versatile food commodity, and are being used in everything from our daily cuisine to our beauty regimens. Not too long ago, coconut had a bad reputation as being an artery clogging, cholesterol packed food that contributed to heart disease. Today however, the coconut is making a huge comeback as the new miracle food. Coconuts are highly nutritious, rich in fiber, and packed with essential vitamins and minerals. From culinary creations to magic beauty potions, coconuts pack a good punch (Luciano, 2014).

The Pacific Islanders believe that it is the cure for all illness, which is why the palm tree (from which coconuts are grown) is known as “The Tree of Life”. Eating coconuts are excellent for one’s immunity. It has tons of calcium, potassium, and magnesium, as well as plenty of electrolytes (Dansereau, 2012).

Made without synthetic additives and preservatives, “COCO” is suitable for any ages. Only the best ingredients will be used in the making. All process from raw ingredients to finished products are strictly controlled under high standard of hygiene. Ingredients are sorted and cleaned before being processed. All the equipment and tools used are washed before and after the cooking process. “COCO” is hygienically processed in small batches to maintain the quality of each jam.

“COCO” is very suitable for intolerant, vegans, and those on a diet. It is gluten-free, dairy-free, low glycemic, non GMO, no preservatives, and 0% cholesterol. The aims are to educate people about health benefits of coconut, as well as preserve Indonesian agricultural and culinary tradition. “COCO” will help Indonesian farmers achieve higher and more stable income. Since young adults and modern families will be the marketing target, “COCO” will be sold for Rp 40,000 per jar and each jar contains 250 ml of nutritious coconut jam. “COCO” is very versatile that it can be enjoyed with basically anything, even on it’s own.