

RESEARCH AND DEVELOPMENT FINAL PROJECT

WHITE THEOBROMA CACAO POWDER



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**CULINARY ART STUDY PROGRAM
AKADEMI KULINER DAN PATISERI OTTIMMO INTERNASIONAL
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PREFACE

As a part of the Diploma Curriculum and in order to gain more knowledge of Culinary Art, we are required to make a Research and Development as Final Project. Research and Development is an important subject that also reflect the growth of technology between us. And by doing this project report, we can develop this product and enhance our knowledge so we can contribute in advancing the new generation of our nation.

In this project report we have included the detail of ingredients, cooking methods, nutrition facts, marketing strategy, and also product calculation by doing some research from the product that we develop.

Finally, we would like to thank our lecture Mr. Zaldy Iskandar, Ms. Heni Adhianata, Mrs. Irra and Gilbert Y. Hadiwirawan for their help in supervise our product and make this report.

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EXECUTIVE SUMMARY

Chocolate is a typically sweet, usually brown food preparation of *Theobroma cacao* seeds, a Greek word that means "food of the gods". Cacao has been cultivated by many cultures for at least three millennia in Mesoamerica. The earliest evidence of use traces to the Mokaya (Mexico and Guatemala). The seeds of the cacao tree have an intense bitter taste and must be fermented to develop the flavor.

And white chocolate is a chocolate derivative. It commonly consists of cocoa butter, sugar and milk solids and is characterized by a pale yellow or ivory appearance. White chocolate does not contain non-fat cocoa solids, as a result, this cocoa butter, is the only cacao ingredient in white chocolate. Because it contains no cocoa solids, white chocolate contains only trace amounts of the stimulants theobromine and caffeine, while lacking the antioxidant properties or many characterizing ingredients of chocolate, such as thiamine, riboflavin, and phenylethylamine.

Because of the composition of the white chocolate which is Majority is the fat of the cocoa it makes it hard to be processed in the ordinary ways. So White Chocolate Powder is come to introduce its product which is the powder form of white chocolate. Because it is in powder form, it is easier to process white chocolate to be mixed with any food ingredients.

We saw the target market of this product mostly among the food industry player such as bakery store and cake shop. But we also provide this product and sell it in the retail store like supermarket, so that everybody can find this product easily. Because the price of this product is very affordable between Rp. 10.000,- for the retail store and Rp. 9.000,- for the wholesaler, so everybody will be interested to try this product. And based on our break event point analysis, our product will be successfully reach a BEP after successfully selling 2.652 unit of White Chocolate Powder within 4 years.