

CHAPTER I

INTRODUCTION

1.1 Background

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), with evidence of chocolate beverages dating back to 1900 BC. In fact, the majority of Mesoamerican people made chocolate beverages, including the Maya and Aztecs, who made it into a beverage known as xocolātl Nahuatl, a Nahuatl word meaning "bitter water". The seeds of the cacao tree have an intense bitter taste and must be fermented to develop the flavor. (*Anonymous, 2017*)

The cacao tree is an evergreen found in over 50 tropical countries, and estimated to be grown by 2 million to 2.5 million producers, the tree can grow up to 30 feet but is often pruned to make harvesting easier for the farmers. Once a tree is planted, it can take up to five years before it produces cacao pods, and it can continue to produce pods year round until it is 25 or 30 years old. Once the pods are ripe, the farmer harvest the pods then graded for quality and placed into piles. The pods are then opened with a machete or a wooden club by cracking the pod so that it can be split in half so they can take the cocoa beans. Cocoa beans then fermented up to 6 days then dried bringing the humidity of the beans down to between 6% and 8%. Then through a long process of roasting, grinding and conching, the cacao beans now already become chocolate paste that ready to be tempered and molded into chocolate bar.

Today, chocolate has become the most popular food and flavor in the world. Because there are so many food and dessert product that can be made from chocolate, particularly chocolate dessert like cakes, ice cream, chocolate drinks and many other dessert. And many of them can use more than one type of chocolate like milk chocolate, dark chocolate and white chocolate. And

now White Chocolate Powder is come to make a new innovation in food industry.

1.2 Objective

1. To introduce a new processed product from white chocolate
2. White chocolate powder is easier to be mixed with any kind of food and drink so it will be a new alternative to enjoy white chocolate
3. To support in advancing food industry in indonesia