

**CULINARY INNOVATION AND NEW PRODUCT
DEVELOPMENT REPORT**

**UTILIZATION OF CAROB POWDER AS A CACAO
SUBSTITUTE IN THE PRODUCTION OF FAUX CHOCOLATE
BARS**



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PREFACE

Praise to God, for giving me strength and letting me through all the difficulties so I was able to finish this Culinary Innovation and New Product Development Report.

I also take this opportunity to express my gratitude to:

1. Chef Zaldy Iskandar, B. Sc as Director of Ottimmo International Master Gourmet Academy.
2. Elma Sulistiya, S.TP., M.Sc as my CnD Advisor who always guides and supports me throughout the entire process of writing this report.
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4. My parents, who always support and help me personally and provide moral & material support for me.
5. My friend, who has supported the progress of this report from beginning to end.

That is all I can say, I apologize if there are errors or inconsistency in the use of word or sentences. Hopefully, the following report is helpful for the readers. Thank you.

Surabaya, August 20th, 2025



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ABSTRACT

Carob Dubai Chocolate Bar is a luxurious fusion of tradition and innovation, blending the rich heritage of Middle Eastern flavors with plant-based indulgence. Made by using finely milled carob seed powder, known for its naturally sweet, cocoa-like flavor and packed with antioxidants and fiber, this chocolate bar offers a guilt-free alternative to conventional chocolate. The base is created by gently blending carob powder with smooth coconut oil, then instead of adding refined sugar by using stevia, as a natural sweetener that can enhance the deep, earthy notes of carob which definitely helps it to highlight the flavor. The Carob Dubai Chocolate Bar is filled with peanut butter kataifi. The crispy, shredded texture of the kataifi, infused with creamy peanut butter, introduces a crunch, richness, and a nutty aroma that elevates the entire sensory experience. Each serving size has around 110 calories. This product uses this type of packaging so that it can attract consumer with this elegant look. The selling cost is at Rp 90,000 where it can compete with other Dubai chocolate bar.

Keywords: *Carob, Dubai Chocolate Bar, Health-Conscious*

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