

**CULINARY INNOVATION AND NEW PRODUCT
DEVELOPMENT REPORT**

**PRODUCT INNOVATION OF KERSEN BEER FOR
ENHANCING LOCAL COMMUNITY ENGAGEMENT**



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SURABAYA
2025**

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Surabaya, September 16th, 2025



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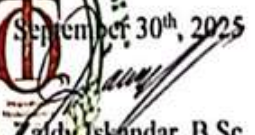
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PREFACE

Praise be to God Almighty 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.
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6. My parents who always support and help me personally and provide moral & material support for me.
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That is all I can say, I apologize if there are errors or inconsistencies in the use of words or sentences. Hopefully, the following report is helpful for the readers. Thank you.

Surabaya, September 16th 2025



Jocelyn Nethania Chandra

ABSTRACT

Kersen beer is an innovative fermented beverage that combines traditional beer-making ingredients such as malt, hops, Safale US-05 yeast, sugar, and sorbitol with the kersen fruit (*Muntingia calabura*), which is known for its natural sweetness. Unlike most beers, kersen beer presents a lighter and slightly sweeter flavor profile due to the natural content of the kersen fruit, as well as the addition of sorbitol as a sweetener. The kersen fruit itself is still rarely known in the Indonesian market, making kersen beer a unique product and different from existing commercial beers. The manufacturing process is carried out through several weeks of fermentation with good temperature control and sanitation, resulting in a product with distinctive characteristics. Based on organoleptic test results, kersen beer has good color (sight), aroma (smell), and texture (mouthfeel). However, the initial taste of the product is still considered too bitter due to the use of quite a lot of hops. Therefore, a reformulation was carried out by reducing the dose of hops and increasing the amount of sorbitol to create a better flavor balance. After fermentation is complete, kersen beer contains approximately 130 calories per 330 ml serving. It is sold at Rp 47,000 per bottle and targets craft beer enthusiasts interested in innovative local flavors. Kersen beer is expected to be an alternative to local fruit beers, offering unique ingredients and appealing flavors and nutritional value.

Keywords: *Beer, Fermentation, Innovation, Kersen*

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