# CULINARY INNOVATION AND NEW PRODUCT DEVELOPMENT REPORT

# PRODUCT INNOVATION OF KERSEN BEER FOR ENHANCING LOCAL COMMUNITY ENGAGEMENT


**ARRANGED BY**

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**CULINARY ARTS STUDY PROGRAM**

**OTTIMMO INTERNATIONAL**

**MASTER GOURMET ACADEMY**

**SURABAYA**

**2025**

# PLAGIARISM STATEMENT

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Surabaya, September 16th, 2025


Jocelyn Nethania Chandra

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# PREFACE

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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*

# TABLE OF CONTENTS

# LIST OF FIGURES

# LIST OF TABLES