

**RESEARCH AND DEVELOPMENT FINAL PROJECT**

**“ Heart BEET”**

**THE DEVELOPMENT OF HIGH-LEVEL ANTIOXIDANT  
INSTANT DRINK BASED ON NATURAL BEETROOT**



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# RESEARCH AND DEVELOPMENT FINAL PROJECT

## The Development of High-Level Antioxidant Instant Drink

### Based on Natural Beetroot “Heart Beet”

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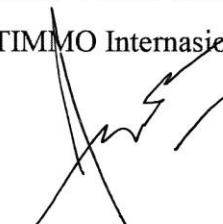


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## **Preface**

As a part of the Diploma Curriculum and in order to gain student's practical knowledge in the field of Culinary Art , we are required to make a Research and Development Project as a Final Project . In this project report we have included detail of ingredients, cooking methods, nutrition facts, marketing strategy, and also product calculation.

Doing this project report helped us to enhance our knowledgeregarding the work in to the attitude of consumer towards this new product

Furthermore i would like to thank my assistand lecturer , Ms. Asri Puspita Wardani,STP.,Msc for helped me to supervise my product, and guide me along the process of making this report.

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## **EXECUTIVE SUMMARY**

The Indonesia market is unsurprisingly dominated by millennials with healthy well-being and instantly as main concerns of their drink consumption. Natural or organic product has dramatically gain popularity nowadays. Beetroot, derived from the beet plant, is commonly consumed in Indonesia, although it has different variety of species available in the market. Beetroot contains many antioxidant molecules such as vitamin C and it is low-fat. Beetroot is a good source of glutamine, an amino, iron and folate (naturally occurring folic acid). It also contains nitrates, betaine, magnesium and other antioxidant (notably betacyanin). Starting with adequate knowledge and sufficient amount of research, this idea of inventing Instant Beetroot Drink arise. Our Instant Beetroot Drink, "Heart BEET", is made naturally using 100% beetroot as the ingredients and no preservatives is added. It is expected that this product will exceed customer's expectation of healthy instant drink.

This report contain brief description of ingredients, tools, and step-by-step manual of producing "Heart BEET", food safety procedure and quality assessment, comprehensive marketing strategy details and plan for this product, and finally the human resource management system. This product is sold at Rp.20.000,- per pack (250gr).