

**CULINARY INNOVATION AND NEW PRODUCT
DEVELOPMENT PRODUCT**

**UTILIZATION OF DURIAN FLOWER FLOSS AS MEAT
ANALOG WITH ADDING LONG JAWED MACKEREL FISH**



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2025**

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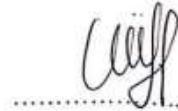
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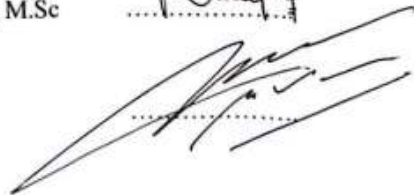
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PREFACE

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. Ms. Windy Habsari, S.T., M.Sc as my CnD advisor who always guides and supports me throughout the entire process of writing this report.
3. Ms. Heni Adhianata, S. TP., M.Sc as my head of study program of Ottimmo International Master Gourmet Academy.
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 words or sentences. Hopefully, the following report is helpful for the readers. Thank you.

Surabaya, September 30th, 2025



Vlorensky Vindy

ABSTRACT

Durian flower Floss is made from durian flowers, various Indonesian spices, and mackerel. Unlike most meat floss that uses chicken or beef, this floss uses durian flowers as a substitute for meat, although we still use additional protein from mackerel so that the product still contains animal protein. The main purpose of making this product is to introduce Durian Flowers that are still not widely known and are often used as food waste because not many people know that Durian Flowers can be consumed and have a delicious and distinctive taste. Durian Flowers also have many benefits for the body, namely containing antioxidants, fiber, and nutrients that are good for the immune system, digestion, and heart health. The calorie content of this durian flower floss product is 295 calories per servings that will be priced at IDR 34,000 with 150 grams of net weight product.

Keywords: *Durian flowers, Frying, Floss, Long Jawed Mackerel Fish*

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