

## CHAPTER I INTRODUCTION

### 1.1 Background

Liqueurs are historical descendants of herbal medicines , they were made in Italy as early as the 13th century and were often prepared by monks . Nowadays, liqueurs are made worldwide and are served in many ways, by themselves, poured over ice, with coffee, mixed with cream or other mixers to create cocktails, etc. They are often served with or after a dessert. Liqueurs are also used in cooking. Some liqueurs are prepared by infusing certain woods, fruits, or flowers in either water or alcohol and adding sugar or other items. Others are distilled from aromatic or flavoring agents. ( Chapman , 2017 ) Liqueurs can possibly reduce the risk of developing and dying from heart disease and possibly reduce the risk of ischemic stroke. ( Anonymous , 2017 )

In Indonesia there are many of liquors product , but we try to be a pioneer to make a liqueurs with *Klanceng* Honey and lemon taste that is "*PETROEK Indonesian Honey and Lemon Liqueurs*". *Klanceng* Honey has many health benefits, containing 16 Amino Acids, Glucose, Vitamins A, B, C, D and E, Bioflavonoids and Minerals. Bioflavonoids contribute to the smooth running of the human body's repair systems. ( Anonymous , 2014 ). And According to World's Healthiest Foods, a quarter cup of lemon juice contains 31 percent of the daily recommended intake of vitamin C and 3 percent of folate and 2 percent of potassium — all for around 13 calories. A whole raw lemon contains 139 percent of the daily recommended vitamin C intake and has 22 calories. ( Szalay , 2016 )

We buy *klanceng* honey from *klanceng* honey farmer located at *probolinggo* city in Indonesia in the middle of *salak* garden, so it has a slight aroma of a *salak* fruit , this fact becomes our characteristic of our product. In the past 5 years , *klanceng* honey is become rare because in comparison, other colony of honey bees are able to produce about 10 kilograms of honey per year, while a colony of *Klanceng* bees only can produce 1-2 kilograms per year.

## 1.2 Objective

The purpose of making “ *Petroek Indonesian Klanceng Honey and Lemon liqueurs* “ are :

1. Presenting a high quality of liqueurs
2. Opening our own factory
3. Compete in the world liqueurs Industries