

RESEARCH AND DEVELOPMENT FINAL PROJECT

**“ PETROEK Indonesian Klanceng Honey and Lemon Liqueurs “
(Liqueurs product which are rich in vitamins based on honey and lemon)**



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**STUDI PROGRAM OF CULINARY ART
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(Liqueurs Product Which Are Rich In Vitamins Based On Honey And Lemon)

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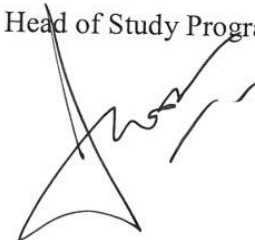
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PREFACE

As a part of Diploma Curriculum and in order to gain practical knowledge in the field , we are required to make a Research and Development as Final Project . In this project we are required to make consumable product such as food and beverage. In this project report we have included detail of ingredients , equipment and tools , cooking method , nutrition fact , market strategies and product calculation.

This project helps us to improve our ability and knowledge in developing a new product from the beginning to on . And finally , we would like to thank our lecture Mr. Zaldy Iskandar and Mrs. Asri for their help in supervise our product and making this report.

EXECUTIVE SUMMARY

Klanceng honey is made from stingless bee which has the latin name *meliponini*. *Klanceng honey* is made from the nectar that has been collected by stingless bee. Many people are not aware of the potential value of *klanceng honey*, also has a fairly high selling power and rich of nutrients compared to the other honey. *Klanceng* honey is the most expensive honey there is commonly found in East Java especially in Mojokerto and Probolinggo.

This will be our opportunity, we try to make a liqueurs that is made from a mixture of *klanceng honey*, lemon and Indonesian *arak* and become a pioneer to compete in Indonesia and other countries liqueurs industries. We introduced you to our homemade liqueurs “*Petroek Indonesian Klanceng Honey and Lemon liqueurs* “. *Petroek* is a character in traditional Javanese puppetry, or wayang. He is one of the Punokawan, four comedic figures common in the medium. We choose the name *Petroek* because in the history of Javanese puppetry the character of *Petroek* really enjoy drinking liquors.

This product only use high-quality materials, especially for the *klanceng honey*, because this kind of honey is bred in the middle of *salak* garden, so it has a slight aroma of a *salak* fruit, this fact becomes our characteristic of our product. Our product will be packaged in a premium glass bottle.

We will begin to promote our product in a few liqueurs store in Surabaya, night clubs and via social media. The selling price will be Rp.398.000 / bottle, and for agents we selling Rp.348.000 / bottle and to promote our product we will have buy two get one free event to promote our product. Our target market is the upper middle and upper class.