

RESEARCH AND DEVELOPMENT FINAL PROJECT

“PUMPKIN JAM”

**(Jam with High Potassium Content and Vitamin A from Pumpkin –
Improving Eye Health and Lowering the risk of cancer)**



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STUDY PROGRAM OF CULINARY ART

AKADEMI KULINER DAN PATISERI OTTIMMO INTERNASIONAL

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PREFACE

As a part of the Diploma Curriculum and in order to gain practical knowledge in the field of Culinary Art, we are required to make a research and Development as 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 help us to enhance our knowledge regarding the work in to the attitude of consumer towards this new product, whether it can be acceptable or not.

Finally, we would like to thank our lecture Mr. Zaldy Iskandar and Ms. Irra Chrisyanti Dewi, for the help in supervising our product and in the making of this report.

EXECUTIVE SUMMARY

Many people think that pumpkins are not more than just a Halloween decoration or a pie filling for Thanksgiving, but actually there are a lot of health benefits that pumpkin have. The word pumpkin was originally called *Pepōn* by a greek word which means large melon, then the French, English, and Americans morphed it into the word “pumpkin”. Pumpkin have lots of benefits for people around the world, not just the use of a a festive decoration but also the impact to human health. Researchers have found out that the example of food that has an extremely nutrient-dense food is pumpkin, which means that it is full of vitamins and minerals but low in calories. There are many ways that pumpkin can be consumed creatively into meals, like soups, desserts, preserves, or salads. Health benefits of consuming pumpkins include the decrease risk of obesity, help to avoid heart disease, diabetes, aid in the hair complexion, overall lower weight, and increased energy. It is known that pumpkin have a lot of beta-carotene, a strong antioxidant that gives orange fruits and vegetables their vibrant color, then beta-carotene is transformed into Vitamin A in the body once it is consumed. Pumpkin Jam is one of the best opportunity to introduce pumpkin uses to society and show that pumpkins are very beneficial to human health in spite of its wonderful taste. The target of this product focuses on the point of making healthy and beneficial pumpkin jams for all age to enjoy. “*JACK o’JAM*” will be sold among societies by participating in bazaars and distributing through supermarkets with the cost of approximately Rp. 35.000 to Rp. 40.000 per pack.

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