

RESEARCH AND DEVELOPMENT FINAL PROJECT

MUSHROOM SYRUP

(shitake mushroom syrup high of antioxidant and vitamin B)



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SURABAYA

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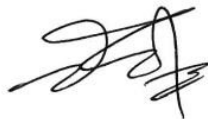
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PREFACE

As a part of diploma curriculum and in order to gain practical knowledge in the field of culinary art., we are required to make a research and development as final project. In this project we have to include detail of ingredients, cooking methods, nutrition facts, marketing strategy, and also product calculation.

Doing this project helped us to enhance our knowledge regarding the work in the attitude of consumer towards this new product, whether it can be acceptable or not.

Finally, we would like to thank our beloved lecture Mr.Zaldy Iskandar, Ms. IrraChrisyantiDewi, and Mrs. Diana for their help in supervise our product and making this report.

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EXECUTIVE SUMMERY

Shitake mushroom which has the latin name *Lentinula edodes.*, The health giving properties of shiitake mushrooms have been prized in traditional Chinese medicine for over 6,000 years, it consist high protein and vitamin B. Shiitake mushrooms have been prized for thousands of years for both their smoky, rich flavor and their health-giving properties. As a food, Shiitake mushrooms have all eight essential amino acids in a higher, more condensed proportion than soy beans, meat, milk or eggs. As we know that shiitake mushroom has a great smoky flavour in it and people usually use it for making soup, sauté veggie or even sauce for perfect friend for delicious steak.

Therefore I try to use shiitake mushrooms to develop new innovation of product that can be enjoyed by consumers and they don't need to feel guilty to try this product because it healthy and we also using only good quality product to create a perfect shiitake mushroom syrup.

We saw a marketing opportunity of "*shiitake mushroom syrup*" mostly among housewife and general public in surabaya. They always feel challenged to try upcoming product, on the other hand our product also concern about health issue, so surely "*shiitake mushroom syrup*" will accommodate their needs. We would like to begin to promote our products in a few cafeteria, shooping centers, healthy restaurant (madamchang), with selling price approximately Rp. 15.000,- per bottle, our target market is the middle class consumer