

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Background**

Blimbi is a tropical fruit coming from a tropical tree, and thus it only grows wildly in warm, tropical spots of the world. It prefers rainfalls and drained areas since it is quite less resistant than its starfruit relative. Many thought this fruit is originated in Indonesia, blimbi has been probably unknown to some modern people nowadays. It can probably be seen as some sort of the “foster child” among starfruits, although in fact they are closely related. While still being sold in local markets, it never sees itself being sold in supermarkets, probably because not many has any sort of demand for fruit. The fruit is extremely sour when eaten raw, comparable to lemons although they are still slightly sweet.

This fruit has seen many uses over the years. It has been used as spice for food, flavor enhancements for drinks or as a beverage itself, garnish on dishes, sometimes pickles, replacements to ingredients, diet food, and even medicine or cure to certain illnesses.(Onlyfoods, 2017).It also contains calcium and phosphorous and many other nutrients that is beneficial for the human body.

Jam is basically fruit preserves. It can be stored for a long time due to their acidity. According to Collins Dictionary, “Jam is a thick sweet food that is made by cooking fruit with a large amount of sugar, and that is usually spread on bread”. While there exists many types of jams based on lots of different fruits, none of which that is made from blimbi, and thus making blimbi jam pretty much unique, with lots of benefits for the human body, their health and their well being. Blimbi Jam is a unique product which is rich in benefits for the human health, and that is why it will compete with other products in the market

### **1.2 Objective**

Creating, and providing a unique, high quality jam product that has many uses and benefits to human health without the use of preservatives, or any artificial ingredients.