

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Regarding to a healthy lifestyle that increased, we want to make a new product that can support healthy lifestyle. People start to aware about their health. A healthy lifestyle is one which helps to keep and improve people's health and well-being. Many ways to being healthy like exercise, sleep in the right time especially eating healthy food.

Healthy food can we get from vegetables. Vegetables are good source of vitamin and minerals. It provides so many function for human body. It can maintain your metabolism and help to protect us from so many disease. But, the problem is nowadays so many people doesn't like to eat vegetables.

People are usually using vegetables to make food for their family because of their. About 70% people can taste something bitter in broccoli according to my test to people around us. However, broccoli has sweet flavor too if you make it in a good way. When you overcook broccoli it will get mushy and the taste will be awful even for people who love broccoli.

To solve the problems above, we provide a new innovation to help people with our "Broccoli Jam". Jam itself is usually a dressing for breads, etc. Many type of jam are provided in the market. Usually, jams are made from fruits. But since we want to make something new and different, so we make broccoli jam.

Broccoli is known as good vegetable that have lots of vitamin and minerals. It has vitamin K, vitamin C, vitamin B, several fibre, and low content of carbohydrates, protein and fat. With broccoli jam, we believe people will more exciting and want to try eat vegetable in easier way.

## **1.2 Objective**

The purpose of provide “Broccoli jam” are:

1. Introducing to people the importance of eating vegetable
2. To give solution for consumer that can't eat vegetable
3. Encourage development of culinary industry to produce healthy food
4. Promoting the benefits of eating broccoli