

CHAPTER V

CONCLUSION

There are so many healthy drink demands of the local beverage industry, and it makes the local beverage industry have to compete for issuing various innovations and good research and development products. We take the advantage of this situation by introducing our black rice milk kefir.

Only few people know about the benefit value contained in black rice. Our product – black rice milk kefir, has a unique taste and different from the other product. This product can be a new solution for those who require new alternative healthy beverages, and those who want to enjoy healthy lifestyle.

We sure that this product can compete with the other healthy products on the market. Especially supported by the market demand for healthy eating/consuming products. Overall, our product still need to undergo a process of adding flavors that consumers do not quickly get bored.

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