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## APPENDIX

### Appendix 1. Logo



Picture 12. Vigor logo

### Appendix 2. Packaging Sticker Design



Picture 13. Vigor Packaging Sticker

### Appendix 3. Packaging



Picture 14. Vigor Packaging



# Vigor

Healthy Fermented Pineapple Drink



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## Abstract

Vigor is a natural vinegar-like drink from pineapple which has lots of benefit for our body. Vigor contains easily digested nutrients, lots of vitamins and minerals, and beneficial acid. The benefit that we gain from drinking fermented drink are to lower blood pressure, lower sugar level, improve the heart health, reduce the risk of cancer, and many more.



## Background

Pineapple contains vitamin B, vitamin C which is good for skin, manganese which is important for antioxidant defences, and proteolytic enzymes (bromelain) which aid with digestion. All the substance inside pineapple has more amazing benefit such as vitamin C that helps to fight against heart disease, joint pain, and help to reduce sinus mucus in the throat and nose, proteolytic enzymes that help to reduce the risk of cancer, and the huge amount of bromelain help to reduce excessive coagulation of the blood.

## Objective

- To make a healthy drink
- To make innovation of drink from pineapple
- To know the nutrition fact of Pineapple Drink
- To know the business facts of Pineapple Drink

Prepare the ingredients

Mix the ingredients

Age the mixture

Pack the aged mixture

Seal the bottle

## Conclusion

In conclusion, Vigor may have lots of benefit for our health, however it might be hard for the consumer to accept the taste of the product. On the other hand for those people who like to keep their body healthy, they will likely to use our product if they feel the benefit from the product. For the target market we are targeting from young to old people that want to keep their body healthy, but mostly our target will be old people because they will likely want to keep a good health.

### Vigor Nutrition Fact

Serving 300 ml (1 bottle)

Calories 1050

Total Fat 0g

Sodium 7g

Potassium 376,34g

Total Carbohydrate 279g

Sugar 252,5g

Vitamin C 143.4mg

Vitamin A 174 IU (0,104mg)

Calcium 39mg

Iron 0.9mg

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EXAMINER II  
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20th August 2019

Hendri Sulinto Budiono





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TITLE : Healthy Anti-Cancer Fermented Pineapple Drink

INGREDIENTS :

- 19 L water
- 3 kg Pineapple
- 1.3 L Honey




STEPS :

First, slice the pineapple to 4 cm,

Then mix the water, honey and pineapple into the container (Fermentation condition: room temperature, 6 months age)

Cover the container tightly and put at a place where it doesn't get direct sunlight.

Label with date of production and leave the container for 6 months ( the longer the age the better the efficacy)

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