RESEARCH AND DEVELOPMENT FINAL PROJECT

FERMENTED BEVERAGE

(Fermented beverage Made from Longan and Rambutan High in Fibers)

By

Venna Kartika

1774130010015

STUDY PROGRAM OF CULINARY ART

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RESEARCH AND DEVELOPMENT NEW PRODUCT
FINAL REPORT

FERMENTED BEVERAGE MADE FROM LONGAN FRUIT AND RAMBUTAN FRUIT HIGH IN FIBERS.

Arranged by:

VENNA KARTIKA (1774130010015)

Surabaya, 19 Agustus 2019

Approved by:

Nia Rochmawati, S.TP., M.P .....

Dr. Ir. Fadjar Kurnia Hartati, M.P .....

Chef Sagita Asih Aldris .....

Chef Kresna Bayu Pranata .....

Knowing,

Director of OTTIMMO International Mastergourmet Academy,

Zaldy Iskandar, B.Sc.
NIP. 197310251201001

Head of Study Program Culinary art, OTTIMMO International Mastergourmet Academy,

Irra Chrisyanti Dewi, S.Pd.,M.S.M
NIP. 197812011702028

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Surabaya, August 7th, 2019.

Venna Kartika

PLAGIARISM STATEMENT

I certify that this assignment/report is my own work, based on my personal study and/or research and that I have acknowledged all material and sources used in its preparation, whether they be books, articles, reports, lecture notes, and any other kind of document, electronic or personal communication. I also certify that this assignment/report has not previously been submitted for assessment in any other unit, except where specific permission has been granted from all unit coordinators involved, or at any other time in this unit, and that I have not copied in part or whole or otherwise plagiarized the work of other students and/or persons.

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August 7th, 2019.

EXECUTIVE SUMMARY

Our fermented beverage is made from Dimocarpus longan and Nephelium lappaceum which is usually known as Longan and Rambutan Fruits. Many people are not aware of the potential value of our fermented beverage, also has a fairly high selling power and rich of nutrients compared to the other drinks.

We try to make our fermented drinks from a mixture of longan and rambutan which is high in fiber. We introduce you to our alcoholic drinks. This product only uses high-quality ingredients, especially for our fermented drinks, because we choose only high-quality fruit that will be made into our products, this fact is our characteristic of our products. Not only that, we use yeast, sugar and also water for fermentating process. Utensils that we used are just Stove for the heat, knife, jar, scale, bowl, spoon, strainer, and sauce pan. when you make something fermented it would contain alcoholic because there any ethyl alcohol, or ethanol (CH_3CH_2OH) inside as an intoxicating agent.

Our products will be packaged in premium glass bottles. We will start promoting our products in several beverage shops in Surabaya, some fine dining restaurants and through social media. The selling price will be Rp.99.900 / bottle , and for agents we selling Rp.89.900 / bottle and to promote our product we will have buy two get one free event to promote our product. Our target market is the upper middle class and upper class.

Keyword : Fermented Beverage, Fermentation process, utilization of longan fruit, utilization of rambutan fruit.

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