

CHAPTER I: INTRODUCTION

1.1. The Background of the Study

Nowadays, with the ever so growing food trends, the food and beverages industry has continuously grow throughout the years. Food and drinks are human necessary need to survive, but over the years we had come to witness that people enjoy new innovations and trends applied to the things that they consume. Thus, the food and beverages industry had become one of the most challenging field to play in.

Here at Chen's, we strive to create product that provides great health benefits. Our product, which is the Peach Gum Osmanthus Jelly is a healthy dessert/snack that contains Peach Gum, Osmanthus Tea, Snow Fungus, Goji Berries, Dried Longan and others. These ingredients have a lot of health benefits and nutritious properties. Not only it is packed with antioxidants and collagen, this product also has an immune boosting property and is low in sugar.

There are a few ingredients in this Peach Gum Osmanthus Jelly, such as; Peach Gum, Osmanthus Tea, Goji Berries, Snow Fungus, Dried Longan and others, but as the product name suggested there are two main ingredients in it. The first one is Peach Gum and the second one is Osmanthus. So, what exactly are these ingredients? And where do they originate from?

Peach gum is the resin from peach and Chinese wild peach trees. It goes by quite a few names, including peach resin, peach blossom tears, or its scientific name, *prunus persica*. No matter what you call it, peach gum is just one among dozens of organic products that we classify as natural gums (Farrell, 2018). Peach gum, when left to accrue on the bark of the peach tree as it does naturally, eventually hardens into a gummy crystalline form that looks like a cross between ginger candy and gummy peach rings. Its form betrays its beneficial properties, and hints at its efficacy as a medicinal, beauty and health

food product. Peach gum is rich in collagen, galactose, rhamnase and amino acids. Collagen in particular is frequently mentioned in skincare and beauty commercials, lauded as a source of skin suppleness. In actuality, collagen does far more than just make our skin look youthful and taut. It's a triple-helix protein that makes up a good deal of our body mass, in the form of tendons, bones, muscles and skin (Farrell, 2018).

Osmanthus is a flowering plant generally native to temperate Asia from the Caucasus to Japan. This genus of around 30 species in the family *Oleaceae*, also includes one species, *O. americanus* that is native to North America in the south eastern United States, from Texas to Virginia (Wilson, 2010). Osmanthus evergreen plants range from small trees to shrubs. The tiny, gold-orange flower buds are produced in spring, summer or autumn. Each flower is about half an inch long with a white base and four-lobed tubular petals. Several of the Osmanthus species have a strong, unforgettable fragrance that can be smelled from far away (Wilson, 2010). Osmanthus Flower Tea has a delicate floral and fruit aroma. The Osmanthus fruit is small, dark blue to purple in color and hard-skinned. So, what is Osmanthus Tea? Osmanthus Tea is made from dried Osmanthus flower buds (Wilson, 2010).

Aside of Peach Gum and Osmanthus Tea, this product contains a few more ingredients that have great benefits for the body. These ingredients include:

Goji berry (*Lycium barbarum*) is an ancient fruit popular in traditional Chinese medicine. It's a red berry that grows on an evergreen shrub native to China, Mongolia, and the Tibetan Himalayas (Wong, 2006). This mild, tangy fruit is a little sweet and sour and is usually found dried. It's very rich in antioxidants and has been used by Chinese herbalists to help eyesight, protect the liver, boost immune function, and to promote longevity (Rohland, 2016).

Snow fungus (*Tremella fuciformis*) is native to subtropical and tropical regions around the world including Brazil, Taiwan, China, Japan, and other Asian countries (Indigo Herbs, 2014). It is a white, nearly translucent, "trembling" fungus. The fungus gets the common name of *wood ear* for the way it looks on the decaying logs on which it grows. Good-quality snow fungus has a pale, yellowish-white colour and a mucilagelike texture. Chinese and Japanese herbalists have used snow fungus for more than 2,000 years, primarily to increase fluids in the body, for dry coughs, and for palpitations. It has been used as a tonic herb and as a beauty enhancer to improve the complexion (Anonymous, 2012).

Dried longan meat is simply the product of fresh logan, dried, shelled and pitted, reserving the meaty flesh inside (Anonymous, 2012). Longan (*Dimocarpus Longan*) itself is a fruit grown in China, India, Thailand, and many other Asian countries. It belongs to the same family (soapberry) as fruits like lychee. The longan fruit is used as in Traditional Chinese Medicine as a sleep aid, relaxant, to improve digestion, alleviate nerve pain, reduce fever, clean parasites, and even as an antidote to snake poison. The fruit looks like an eyeball when peeled, which earned it the name "dragon's eye" in Chinese (Aleksic, 2019).

1.2. The Objectives of the Study

There are a few objectives of this study:

1. To educate the reader about the product's ingredients' background and health benefits.
2. To understand and learn the procedures used to produce the products.
3. To assess the nutritional value of the product.
4. To research and create the optimum business plan for the company.

1.3. The Benefits of the Study

1. Benefits for Student:
 - a. Can be used as a guideline for references.
 - b. Can be useful for students who need additional knowledge and inspiration, especially in the research and development field.
2. Benefits for Ottimmo International MasterGourmet Academy:
 - a. Archive of academic achievement done by student.
3. Benefits for Public:
 - a. Can be utilised as a business opportunities in the future.
 - b. Can be used as an inspiration for creating a new product or starting a food and beverage business.
 - c. People van increase their knowledge on the products' ingredients.