**CHAPTER 1**

**INTRODUCTION**

* 1. **Background of The Study**

KIER barbeque sauce is one of the most unique barbeque sauce in the world. The reason I choose this product is because I see a change to innovate the ingredients with the most healthies barbeque sauce ingredients which is kiwi especially with the whole skin.

Why kiwi and why with the skin on? Usually barbeque sauce main ingredient is tomato. So I prefer to make a brand new ingredient to make a healthier barbeque sauce. That’s why I use kiwi as main ingredient because kiwi especially it’s skin has a lot of health benefit to our body.

Kiwi skin is the most important part of the kiwi to make this barbeque sauce. Because it’s skin has a lot of nutrition such as Fiber can lower risk of heart disease, Folate that can help neural tube defects during pregnancy and Vitamin E which can help keep your cells healthy by preventing damage from free radicals.

KIER barbeque sauce has a sour and spicy taste, also smoky flavor to make your meat getting tastier than ever. You will get new experience from barbequeing with our barbeque sauce.

* 1. **The Objectives of The Study**

1. Learn how to make a unique barbeque sauce
2. Learn how to packing the barbeque sauce so it will last longer
3. Learn how to sell the sauce including the legal aspect that need to be obtained
4. Investigate the market potential of barbeque sauce
5. Searching on so many sources for the supplier until the market
6. Finding the cost and a definite price
7. Plan a market strategy for the final product
   1. **The Benefits of The Study**

The benefit of this project for student is they can graduate when they do this project also they can be more creative as a chef not only take the recipe from the book recipe or internet. So the student will not depend on them, as a chef they can create their own recipe with the ingredients they have by thinking out of the box.

This project also good for the reader which is they can learn to create this barbeque recipe by their own hand when they want to barbequeing with their family or friend but also without getting scared of high cholesterol or anything else that can ruin their body because the ingredients of KIER barbeque sauce can reduce the negative effect to their body.

Ottimmo is one of culinary academy in Surabaya which has a good quality of the utensils also has good lecturer. But they not only want to be as the greatest academy by having a good quality of utensils and has a good lecturer, Ottimmo also want to create a new young chef with high skill that can create their own future by being a chef. So Ottimmo give each student this project in the end of their semester to grind their student to be more creative so they will not depend only to work in the kitchen. They can have a lot of change by getting success by doing this final step which is RnD to sharpen their creative skills by making a new product that can help their student be more successful when they want to create their or restaurant or business by making a new product.