

EXECUTIVE SUMMARY

“Berpeda!” Vegan Mozzarella is a type of vegan cheese, which can be concluded in the category of cheese analogue, that make use of the best locally-sourced ingredients and traditional Indonesian processing method to produce one of the best cheese analogue in the market. Utilizing the organoleptic characteristic of Tapioca Papeda and local, quality Rice Milk, and many other ingredients, we aim to develop a uniquely tasting vegan cheese and the closest in similarity to ‘real’ Mozzarella Cheese. “Berpeda!” Vegan Mozzarella will be sold in 150 GR sphere shaped packaging, which will be sold at IDR 40.000, available at grocery stores, convenience stores, and e-commerce(s) alike. “Berpeda!” Mozzarella Cheese would be introduced as a ‘market test’ & would proceed with market-commercialization, in which it will be the ‘market opener’ for future analogue products.

The market of vegan cheese has been circulating around the market, but almost none have rose to prominence. By far, vegan cheese was only seen as the ‘inferior’ substitute of its original dairy counterpart. Unsatisfactory product and poor organoleptic reviews have been circulating in the market ever since, leading to a ‘barren-market’. Also, it is important to be taken into consideration, that the ‘Veganism’ or ‘vegan movement’, has yet to thrive in Indonesia, leading to an even more ‘vain’ market.

As difficult as it may sound, there’s still a chance for “Berpeda!” Vegan Mozzarella to thrive in the market, promoting not just the ‘Veganism’ movement, but also shifting Indonesian’s lifestyle to a healthier, more sustainable one, while bringing the limelight towards Indonesia’s quality produces and rich gastronomic heritage.