

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

In recent days, we have witnessed quite a handful of trends emerge, with some having been able to sustain and fit itself to the society's lifestyle, and some swiftly changed by another quick trends. One of, if not the biggest 'trend', or more fitting, lifestyle change that has been occurring all around the globe, is non-other than the Veganism movement. Veganism is known to be a form philosophy and way of living which seeks to exclude—as far as is possible and practicable—all forms of exploitation of, and cruelty to, animals for food, clothing or any other purpose; and by extension, promotes the development and use of animal-free alternatives for the benefit of animals, humans and the environment. In dietary terms it denotes the practice of dispensing with all products derived wholly or partly from animals.”

Though the fluctuation of this lifestyle is most evident in the past decade, the practice and term 'Veganism' had been coined 80 years prior, specifically in 1944, when Donald Watson pioneered a 'non-dairy' vegetarian movement, hence the term vegan diet or veganism was born. It was not until 1988 that the vegan diet 'truest' diet was formulated, as mentioned in the above paragraph. The rising 'fame' of vegan diet or veganism is non-other due to the prominence of food industry's countless innovations and the rise of social media in which became the catalyst of this sustaining trend. Alongside, the constant demand rise for vegan and vegetarian products, the horizon also got diversified by new menus, dishes, and food products created to keep up with the trends and market demands, including the innovative Vegan cheese.

Vegan cheese or Cheese Analogue, is a category of non-dairy, plant-based cheese analogues. Vegan cheeses range from soft fresh cheeses (ex. Mozzarella), to aged and cultured hard grate-able cheeses (ex. Parmesan). The defining characteristic of vegan cheese is the exclusion of all kinds of animal product, in alignment to 'Veganism' as its foundation. Mozzarella cheese type was chosen due to its 'simpler' process and versatile use both on executing dishes or baked goods.

Mozzarella itself is a soft, unripened cheese variety of the Pasta-filata family which had its origin in the Battipaglia region of Italy. Mozzarella cheese was traditionally made from buffalo milk. It is made all over Italy with buffalo's milk, but in other countries as well with cow's milk as its main, more common ingredient, and also a modified processing method. The finished cheese is lightly salted, soft with a very lively surface sheen, and has a unique property of stretchability, due to its processing method. Despite its popularity, many individuals cease to consume Mozzarella cheese due to health issues and the aspect of lifestyle.

Thus, 'Berpeda!' Vegan Mozzarella came into light, creating innovations and remarkable products in the cheese-making, especially vegan cheese-making industry, that are not just 'decoy products' in comparison to its dairy counterpart, but enjoyable, versatile, and favored by the local vegan, vegetarian, and health-conscious communities. 'Berpeda!' Vegan Mozzarella use local, quality rice as its main ingredient, taken into consideration that Indonesia is one of the world's biggest rice grains exporter, with at least 2.100 tons rice had been exported to Netherlands, United States of America, Malaysia, Belgium, and Bangladesh since 2017. The numbers keep on increasing every year and more countries imported rice from Indonesia, therefore it is irrefutable that rice is one of Indonesia's signature commodity and one that can be made use of. Rice also provide natural sweetness, act as a natural thickening agent and contribute to the product's silky-smooth texture. The use of tapioca and tapioca papeda processing method also became 'Berpeda!' Vegan Mozzarella's strong point, due to its contribution to 'Berpeda!' organoleptic properties.

Not only serving as a dairy cheese alternative, 'Berpeda!' Vegan Mozzarella also possess numerous Nutritional and Health Benefits, as described below:

- Lower calories % compared to its dairy counterpart, with the numbers can go as low as 100 calories per serving, whereas dairy mozzarella can whoop to 300 calories per serving.
- A perfect substitute of cheese for lactose-intolerant consumers. Our 'Berpeda!' Vegan Mozzarella will not induce any stomach ailment related to lactose-intolerance, due to the absence of lactose compounds in our products.
- Ample source of vitamins (vitamin B6, B12, thiamine, riboflavin, niacin) and essential amino acids (owing to the presence of nutritional yeast).

'Berpeda!' Vegan Mozzarella aimed to 'imitate' the properties of dairy mozzarella cheese, without deducting its value as an original and vegan-oriented product. The taste would resemble the taste of mozzarella, with added milky 'tang' and savory notes. 'Berpeda!' Vegan Mozzarella organoleptic texture will also correspond to temperature, in which it will harden in cold temperatures and vice versa. It is perfect to be served as toppings on pizza, filling in various baked and fried goods, grilled cheese, mozzarella jusuke (steamed corn kernels with sweeten condensed milk), and many more alternatives.

1.2 THE OBJECTIVES OF THE STUDY

- a). Determine the ideal organoleptic of vegan mozzarella.
- b). Engaging production trials and Assess outcome's quality.
- c). Evaluate consumer response of the product.
- d). Determine the ideal formula of 'Berpeda!' Vegan Mozzarella.

- e). Identify the ideal packing method and packaging to extend the product's shelf life and increase usability.
- f). Discern the ideal shelf life, storage method, and serving methods.
- g). Develop the fitting product branding.
- h). Identify target market.
- i). Identify marketing strategy and market positioning.
- j). Identify the legal aspects that needed to be acquired.
- k). Develop feasible supply chain and determine product distribution.
- l). Identify SWOT analysis and plan advanced development.
- m). Determine product cost and ideal pricing.

1.3 THE BENEFITS OF THE STUDY

- a). Creating innovative products that haven't been circulating on the market yet.
- b). Promoting a more 'health-oriented' lifestyle and supporting vegan diet.
- c). Identify product's weaknesses, and possible threats.
- d). Assess the final product and development plan execution.