

EXECUTIVE SUMMARY

Sallaka is a made from snakefruit seeds become a flour. It contain a lot of vitamin D and a lot of nutrition. The most important snakefruit seeds can help increase muscle mass. In addition, snakefruit seeds can also help processes related to the nervous system and improve body fitness. The special ingredients that we used is a snakefruit seeds process to become a flour. Snakefruit seeds flour will be a gluten free product.

The Reason I came up with this idea seeing how most Indonesian people like snakefruit but there also those who don't like it but there is a curiosity to try it just by looking at the shape of snakefruit they don't dare to try. By processing it in the form of snakefruit pasta, I hope for making snakefruit pasta they can enjoy snakefruit pasta in a new way and for those who don't like it can try snakefruit pasta without having to eat in it's original form. I also want to make snakefruit become more popular in the world. When you eat these pasta, you will find the taste of snakefruit which comes from the pasta.

Sallaka will be packaget in a go green pasta packaging. In one packaging will contain 200gr pasta product will be sold at a price of Rp 100.000. Later we will develop snakefruit pasta come in many variations and these pasta can be ordered through our social media and supermarket.