

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Background of The Study**

Butter is a water-in-oil emulsion product which is generally obtained by physically destroying the animal milk emulsion in order to obtain a milk fat that has been separated from skim milk. This innovation develops non-dairy butter from multigrain milk, lactose free, and can be consumed by those who abstain from animal products (vegan/vegetarian). This product is safe for those with lactose intolerance. Lactose intolerance occurs when the small intestine does not produce enough enzyme (lactase) to digest the lactose in milk or dairy products, with symptoms such as diarrhea, flatulence, frequent urination, and stomach cramps.

People who have lactose intolerance should avoid consuming milk such as cow's and goat's milk, and also processed beef products such as butter, yogurt, ice cream, cheese, and others. Therefore, this vegetarian multigrain butter is made so that people who have lactose intolerance can consume butter too. The processing of this Vegetarian Multigrain Butter start from soaking and boiling the seeds in different pot with different processing times, blend the seeds with water until smooth, then strain the multigrain milk, and blend the milk again with additional ingredients such as lime juice, coconut oil, sunflower seed oil, nutritional yeast, and soy lecithin. Put the vegetarian multigrain butter into the container and seal it. Put it in the refrigerator and leave it for 6 hours until set, the butter is ready to be served. This butter is better consumed in 1 week.

Nutrition and Health Benefits of Vegetarian Multigrain Butter :

1. Immune system enhancement.
2. Reducing colon, skin, uterine, and lung cancer.
3. Lowering bad cholesterol in the body and healthy heart.
4. Make skin and hair healthier.

This product is named Batā バター in Japanese which means butter, the main character in this product is the logo with a picture of a house because I want this product to provide comfort and happiness when consumed.

## **1.2 The Objectives of The Study**

The purposes of Research and Development new product are as follows :

1. To introduce new products, Vegetarian Multigrain Butter are a different taste innovation compared to other crackers in general.
2. To introduce Sorghum, Red Adzuki Bean, and Pumpkin Seeds.
3. To understand the processing method of Vegetarian Multigrain Butter.
4. To ensure that Vegetarian Multigrain Butter as a new innovation product (dairy free) can be accepted by consumers.
5. To know about the nutritional facts of Vegetarian Multigrain Butter.
6. To identify the processing and storage temperature of Vegetarian Multigrain Butter.
7. Prepare costs and a define price range for these products.