

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of The Study

Multigrain containing more than one type of grain. This multigrain cereal is very rich in nutrition because it contains many kind of grains that have different function. Multigrain can fulfill people nutrition to start the day. Stereotype that says healthy food always taste bad is not always true. The reason why this product using edamame milk is because there is not a lot of people consume edamame as a liquid, the author wants to introduce the new texture to enjoy edamame. Edamame also one of the good source of nutrition. There are a lot of people that can not eat food that contains gluten, people who are lactose intolerant, and suffer from diabetes. This multigrain cereal and edamame milk is safe for type of people that suffering from that disease. This multigrain cereal not only contain a lot of nutrition but also no sugar added, lactose free and gluten free.

There are many kinds of multigrain, some of the are red bean, mung bean, black glutinous rice, red rice, lentils and barleys. In this multigrain cereal, contains those multigrain mixed because they are not hard to find in Indonesia and have a lots of benefits.

#### Nutrition and Health Benefits:

- a. Red bean has a good source of iron, phosphorus and potassium. They are also an excellent low-fat source of protein and dietary fiber.
- b. Mung beans are a protein-rich pulse that provide a significant amount of fiber, folate, and complex carbohydrates
- c. Black glutonius rice is rich in fiber, vitamin E and gluten free

- d. Red rice contains high antioxidant levels that reduce free radicals in the organism. It is also a richer source of iron, magnesium, calcium and zinc than white rice
- e. Lentils can lower cholesterol and protect against diabetes and colon cancer.
- f. Barleys may help reduce the risk of obesity, diabetes, heart disease, certain types of cancer, and other chronic health concerns (Petre, 2018).
- g. Edamame is a stellar source of plant-based protein with zero cholesterol. It is also rich in vitamin K, mineral and zinc
- h. Low sugar, low glycemic index, low fat.

The characteristics of this cereal product will be crunchy, sweet from the honey and hint of cinnamon, with edamame milk to enjoy.

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

The objectives of the study are as follows

- a. Learn how to process multigrain
- b. Formulate products that will meet the needs of certain market segments.
- c. Assemble, determine, and test a process to produce a product.
- d. Assessing consumer acceptance of the product.
- e. Prepare costs and a definite price range for these products.
- f. Plan a market strategy for the final product.