

**CULINARY INNOVATION AND NEW PRODUCT
DEVELOPMENT PROJECT**

Vegan mix Shirataki Beef Katsu

(Vegan beef katsu made from mushroom & coated with black rice
paper)



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PREFACE

First of all, I want thanks to God that I can complete this Research and Development program, also his blessing to me so I can do this program successfully. The purpose of this Research and Development is to make each student in Ottimmo become more creative and also innovative by making a food that never been in the world. The reason why I made this vegan beef shirataki because, nowadays there are lot of people eat much junk food, I made this vegan beef katsu to let people who do not like vegetable become love to eat vegetable. And this food is also low carbs because I used ricepaper instead of breadcrumbs. This dish will be healthy and low calories.

I have got so much support and help when making this Research and Development (RnD) and I really want to appreciate and thanks to Ms. Novi Indah Permata Sari as my advisor for helping me to choose decision of the product that I want to made, Ms Hilda Tjahjani Iskandar as as the Head of Culinary Arts Programmer at Ottimmo International Academy, Mr. Zaldy Iskandar as the Director of Ottimmo International Academy.

EXECUTIVE SUMMARY

Vegan beef katsu is a healthy dish, where it is free of beef and the substitute is mushrooms. A reason making this product because vegan beef katsu will be a very nice dish, healthy, and cheap. By using the shirataki on this vegan beef katsu, it will make the texture become chewy, so the taste and texture of this vegan beef katsu can resemble like beef. Moreover, I put a little bit of bean curd so it will make the vegan beef become more fibrous. And for make the dish healthy, to cook this vegan beef katsu, breadcrumbs will be removed and will be replace with rice paper, especially black rice paper such my research and development. Using black rice is also due to a new invention, and the content contained in black rice has a lower sugar content and can make the content in vegan katsu much healthier. Air fryer is the method that will be used to fry the vegan beef katsu, it will make the dish healthy and not oily. The other reason of making this dish is to make more people consider that healthy food is not a delicious food, but this healthy food can be made into a very delicious food that they have tried.

Vegan beef katsu will be packed in a plastic box with Japanese salad and will be sold for Rp.25.700,00 per 1 katsu. And for the promotion and selling. Online shopping frozen food would be used too for selling this product. For promote this vegan beef katsu it will be promoted in social media platform such as Instagram, Facebook, Tiktok, specially tiktok in this era will be very helpful to promote the dish

Keywords: *Vegan, Shirataki, Promote*

TABLE OF CONTENT

PLAGIARISM STATEMENT	i
APPROVAL 1	ii
APPROVAL 2	iii
Preface	iv
EXECUTIVE SUMMARY	v
TABLE OF CONTENT	vi
CHAPTER 1	1
INTRODUCTION	1
1.1. BACKGROUND OF THE STUDY	1
1.2. THE OBJECTIVE OF THE STUDY	3
CHAPTER 2	4
INGREDIENTS AND UTENSILS OVERVIEW	4
2.1 DESCRIPTION OF THE INGREDIENTS TO BE USED.....	4
2.2 THE TOOLS USED DURING THE PROCESSING	5
2.3 APPROVED AND REVISED RECIPE.....	6
2.4 PRODUCT PROCESSING SEQUENCE	8
2.4.1 BLACK RICE PAPER SEQUENCE	8
2.4.2 VEGAN BEEF KATSU SEQUENCE FLOW CHART.....	9
2.5 PRODUCT PROCESSING METHOD.....	10
CHAPTER 3	16
NEW PRODUCT OVERVIEW NUTRIENTS	16
3.1 NUTRIENTS FACT.....	16
3.1.1 Nutrition facts of dried mushroom.....	16
3.1.2 Nutrition facts of oyster mushroom.....	16
3.1.3 Nutrition facts of salt	17
3.1.4 Nutrition facts of mushroom powder.....	17
3.1.5 Nutrition facts of white pepper	17
3.1.6 Nutrition facts of cornstarch	18
3.1.7 Nutrition facts of bean curd tofu.....	18

3.1.8 Nutrition facts of blackrice	18
3.1.9 Nutrition facts of water	19
3.1.10 Nutritions fact of tapioca starch.....	19
3.1.11 Nutritions fact of shirataki	20
3.1.12 Nutrition fact of Seasoned flour.....	20
3.2 Nutritions In Vegan Beef Shirataki Katsu.....	20
3.3 Nutritional Value Per Recipe	21
3.4 Calories Per Recipe	26
3.5 Food Safety.....	26
3.5.1 Processing And Storage Temperature.....	26
3.5.2 Product Shelf Life.....	26
3.5.3 Product Packaging	27
CHAPTER 4	28
FINANCIAL ASPECT	28
4.1 PRODUCT COST	28
4.1.1 Variable cost	28
4.1.2 Fixed cost.....	29
4.1.3 Overhead cost	29
4.1.4 Startup cost	29
4.1.5 Cost of production	30
4.3 Product Competitive Advantages (S.W.O.T Analysis).....	30
CHAPTER 5	32
CONCLUSIONS & SUGESTION.....	32
5.1 General Summary Of The End Product	32
5.2 Suggestions For Further Development.....	32
5.3 Benefits Of Study	33
BIBLIOGRAPHY	34
APPENDIX	36
Appendix 1. Design and Logo Packaging	36
Appendix 2. Supplier List	36
Appendix 3. Scanned approval recipe	38

LIST OF TABLE

Table 1 Nutrition in vegan beef katsu	20
Table 2 Variable cost	28
Table 3 Fixed cost	29
Table 4 Overhead cost.....	29
Table 5 Startup cost.....	29
Table 6 Cost of production.....	30

LIST OF FIGURE

Figure 1 The ingredients for the Vegan beef katsu & Black rice paper.....	4
Figure 2 The tools used during the processing of making vegan katsu	5
Figure 3 Rice paper making	8
Figure 4 The process of making vegan katsu.....	9
Figure 5 Blended mushroom.....	10
Figure 6 Squeezed blended mushroom	10
Figure 7 Mix katsu dough	11
Figure 8 Katsu shaping	11
Figure 9 Steamed vegan katsu.....	11
Figure 10 Soaked black rice.....	12
Figure 11 Blended black rice	12
Figure 12 Mixed tapioca with water	12
Figure 13 Mix with black rice water until become dough	13
Figure 14 Make the rice paper in round pan	13
Figure 15 Steam the dough	13
Figure 16 Dry the rice paper	14
Figure 17 Blend the dry rice paper.....	14
Figure 18 Coat the katsu with wet flour.....	14
Figure 19 Coat the katsu with blended rice paper.....	15
Figure 20 Air fried katsu done.	15
Figure 21 Dried mushroom nutrition facts.....	16
Figure 22 Oyster mushroom nutrition facts	16
Figure 23 Salt nutrition facts.....	17
Figure 24 Mushroom powder nutrition facts	17
Figure 25 White pepper nutrition facts	18
Figure 26 Cornstarch nutrition facts	18
Figure 27 Dried tofu nutrition facts	18
Figure 28 Blackrice nutrition facts.....	18
Figure 29 Water nutrition facts	19
Figure 30 Tapioca starch nutrition facts.....	19
Figure 31 Shirataki nutritions facts.....	20
Figure 32 Seasoned flour nutrition facts	20
Figure 33 Nutrition facts per serving	26
Figure 34 Packaging.....	27