

# CHAPTER I

## INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

In recent years, we have seen a lot of people referred their diet as ‘vegan’. Vegetarian originates and coined in 1944. Vegan is people who don’t eat meat, eggs, cheese, mayonnaise, honey, and any other that comes from or includes an animal. Vegetarian is the practice of eating a diet without meat while veganism is the practice of eliminating all animal products from one’s diet. The choice of adopting a vegetarian diet could have positive outcomes, such as better physical health, positive feelings related to the adoption of morally correct attitude, an increased sense of belonging (to a vegetarian community), and lower environmental impact. Other that positive effects veganism also have its down factors, people with vegan based diet have to control their food and always cautious of the ingredients in products that they buy. Its really important to understand all the effects of adopting a vegetarian diet, beyond its nutritional aspects.

Vegetarianism encompasses different types of diets, classified according to how restrictive they are. Generally, vegetarianism is understood as the exclusion of meat from one’s diet, but other less restrictive eating pattern can also be classified within the scope of vegetarianism. These include, for example, flexitarians, who consume meat occasionally, or even once a week; pescatarians who avoid all meat, except fish and seafood; and ovolactovegetarians, who banish all types of meat but consume products of animal origin, such as eggs and dairy products. In the other hand a strict vegan diet, excludes all food of animal origin. Veganism has a broader concept, which involves the adoption of strict vegetarian diet, as well as exclusion of other consumer item made from animal products, or which rely on animal exploitation, such as cosmetics and clothing items. Japan is world-renowned as

a paradise for food lovers. The only trouble is knowing what to try, the best places to go, and where to start, and also Japanese people is rarely vegan which makes their food not made and design for vegan people. This research paper in infused the world of vegetarian and the world of Japanese street food. This paper will be focusing on Takoyaki, a classing Japanese street food. Takoyaki is a Japanese snack of savoury ball-shaped cakes containing chopped octopus, made from wheat batter cooked on a specially shaped griddle.

In this Vegan Takoyaki recipe there will be a lot of animal products that is replaced with their vegan variant. Ingredients that we will be using are avocado mushrooms, and soymilk. Eggs will be replaced with avocado in Takoyaki base. I choose avocado is this recipe because avocado contains high protein and its texture will give egg like *creaminess* when combined with flour and dashi stock, avocado also contains glucose to get that Maillard reaction in frying the Takoyaki. Mushrooms will be the main Takoyaki filling, mushrooms is chosen because of its unique texture which is squid like, its chewy yet tender. Soymilk will be used to make vegan mayonnaise, the use of soymilk will make the mayonnaise retain its creaminess and savory texture profile and flavor. I wanted to make vegan Takoyaki because I want Vegan people to experience the Authentic flavor of Takoyaki while maintaining its health benefit.

## **1.2 THE OBJECTIVE OF THE STUDY**

1. Identify ingredient changes from non-vegan to vegan Takoyaki
2. Producing products in trial and understanding ingredients that's being used
3. Understanding consumers response to the product
4. Determine true ingredients and portions that is being used to create vegan Takoyaki.
5. Identify Packaging method
6. Identify Market
7. Look for marketing strategies
8. Develop social media for promotion and marketing
9. Identify SWOT analysis and plan to introduce product to the market

10. Determine Product cost and Price

### **1.3 THE BENEFITS OF THE STUDY**

1. Creating new product that haven reach market yet
2. Promoting a new way of diet to support a healthier life style
3. Creating new product for new community to enjoy (vegan)