

**CULINARY INNOVATION AND NEW PRODUCT
DEVELOPMENT
“NUTRITIONAL SPORT FOOD”**



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OTTIMMO INTERNATIONAL
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SURABAYA
2023**

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Surabaya, 7th August 2023



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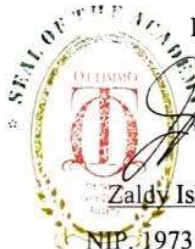
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PREFACE

First of all, praise and gratitude to the Almighty Jesus Christ for his guidance and blessing throughout this journey to accomplish my Culinary Innovation and New Product Development Report. And I would like to thank myself and to all of the people that support and helped me to assign this report. The purpose of writing this Culinary Innovation and New Product Development report is to fulfil the requirement for a diploma degree of Study Program of Culinary Arts, at Ottimmo International Master Gourmet Academy.

When arranging this report, I realized that this report is far from the word perfect. So, I am indeed open to any suggestion and critics. Hopefully, this report will be useful for the future generation and change the mindset of people to eat healthy.

Surabaya, August 7th 2023



Nathanael Steven Nico Gunadi

ABSTRACT

The product that I sell is intended for people who like sports. This product is in jelly form which makes it easy for users to consume. Endurance jelly has substances that people need when exercising for a long time. The target market share is the lower middle class, this product is sold at only IDR 10,000 which is where this product is very economical compared to other products in circulation. Our product has raw materials, namely bananas and dates, both of which contain potassium which is very suitable for endurance sports. Our products have advantages, namely in terms of low prices but also have a position that is no less good than similar products out there.

Keywords: *Endurance Jelly, Banana, Dates, Sport*

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