

**RESEARCH AND DEVELOPMENT PROJECT**

**JICAMA BLACK MILK**

**(Bengkoang and Black Rice as Source of Antioxidant and Dietary Protein)**



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**OTTIMMO INTERNASIONAL**

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# RESEARCH AND DEVELOPMENT FINAL PROJECT

## “ JICAMA BLACK MILK “

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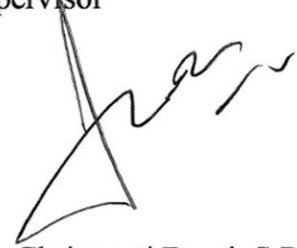
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## **PREFACE**

The writers extends special thanks to the God for the blessing and grace for the writer, so the writer can finish this paper on time. Thanks to Mr. Zaldy Iskandar who always help the writer and give a lot of usefull knowlegde.

It is one of the assigments in Culinary Art Project, it is composed of the explanation of the new product namely “ Jicama Black Milk ”.

Hopefully this project can be accepted and understood by lectures. Apologize if during the writting there are words that are not pleasing.

## **EXECUTIVE SUMMARY**

The increasing needs of the Indonesian people will be healthy lifestyle making the incessant search of easy-to-eat health drink products. I issued the latest innovation product Jicama Black Milk with raw material that is bengkoang and black rice. Use bengkoang in beverages is still very rare. The production process of Jicama Black Milk uses easily accessible materials and tools that can be found in the household business, this producing beverage products at affordable prices and in accordance with market prices. Bengkoang has many advantages for health because it contains enough water so good to help supply fluids in the body, high liquid content in bengkoang is recommended for consumption for diabetics and you are dieting. And in this product I also use black rice which is high in antioxidants.

Product "Jicama Black Milk" has a relatively cheap price so it can be one of the health milk preferred by the community because fresh and healthy but with affordable prices. The first offer was directed to family, closest friends, lecturers and citizens of univertas and the surrounding community until finally spread widely. Jicama Black Milk Promotion is more emphasized on the uniqueness of innovation, taste, use of natural raw materials and without preservatives that we consider in accordance with the tastes of today's society. I think this Jicama Black Milk product is a healthy, tasty and enjoyable product for everyone from kids to adults.

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