

**CULINARY INNOVATION AND NEW PRODUCT
DEVELOPMENT**
**UTILIZATION OF EGGPLANT TO MAKE VEGETABLE
SALE**



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Surabaya, 22th September 2023



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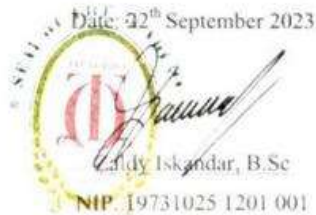
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PREFACE

I thank God Almighty for His mercy and grace which gave me the ability to complete the Culinary Innovation and New Product Development proposal with the topic "UTILIZATION OF EGGPLANT TO MAKE VEGETABLE SALE" On this occasion, I would also like to thank the lecturers of the subject concerned for guiding me until this proposal was completed. My goal in submitting this Culinary Innovation and New Product Development proposal is to fulfill the requirements for a diploma in the Culinary Arts Study Program which will be awarded by Ottimmo International Master Gourmet Academy.

I realize that this report still has many shortcomings and is far from perfect. Therefore, I am open to suggestions and criticism on this proposal so that it can be used as an evaluation and provide better results in the future. I really hope that this report can make a difference for generations to come and be useful for readers and developments in the field of culinary arts.

Surabaya, 22th September 2023



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ABSTRACT

This abstract explores the concept of "sale eggplant," a colloquial Indonesian term that translates to "eggplant sale." It delves into the cultural significance and economic implications of this unique phenomenon in Indonesian society. "Sale eggplant" represents a vibrant and grassroots approach to local commerce, where farmers and vendors come together to sell surplus eggplants at discounted prices. This informal market system not only helps reduce food waste but also provides affordable access to fresh produce for consumers. Furthermore, "sale eggplant" sheds light on the resilience and ingenuity of Indonesian communities in addressing food security challenges and fostering economic opportunities at the grassroots level. This abstract serves as an introduction to a deeper exploration of this intriguing aspect of Indonesian culture and economics.

Keyword : *Sale, Eggplant, Snack*

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