



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

Meal2Heal

Designer Food For Healthy Lifestyle

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Product Features

- Ready-to-eat (RTE) Concept: **meal** (energy) and **heal / healthy** (highly nutritious).
- Convenient for **outdoor activities**, travelling and urban lifestyle.
- Suitable for emergency food; **3 days food supply** in one box; **Compact and light weight** (~3 kg/box).
- Healthy designed ready-to-eat food – no cooking needed, **very minimal preparation time**.

Needs

During Emergency:

- **Limited supply of clean water and electricity, no cooking facilities, no raw food supply.**
- **Malnutrition** – lack of food supply during emergency
- **Disease and Infection** – unsafe food storage, handling and preparation.

Snackification:

- **Lack of ready-to-eat meal** with complete nutrient available in the Malaysia market.
- 6 out of 10 consider calories, whole grains, fiber, sugars, fats when buying packaged food & beverages.

Approach

- Combination of food processing technologies
- Preservation of nutritional qualities of RTE food product and prevent from chemical and enzymatic reactions which may degrade the vitamins, color and flavor.
- Multi-function, can be consumed either directly as snacks, chocolate energy bar or mix with room temperature water (as porridge)



Benefits

- **Convenient** – easy to eat.
- **Nutritious** – clean and organic ingredients.
- **Energy** – to satiate hunger and fatigue.

Competitors

Ready-to-eat food producers : local and international brands.



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