



PINEAPPLE SYRUP

NATURAL BOTANICAL SYRUP FROM PINEAPPLE FRUIT EXTRACT



Introduction

Customer attitudes and behaviours have moved towards health foods because they have more concerns on increasing environmental stresses such as pollution and toxic substances in the environment. However, nowadays, most people are turning over to natural remedies as they are perceived to be safer. The demand for functional foods and drinks with health benefit is on the increase.

Most of the conventional cough syrups in the market contain high sugar and synthetic ingredients. Pineapple juice is high in vitamin C and minerals. Bromelain, an active ingredient found in pineapple, has anti-inflammatory property. Thus, the idea of adding natural plant extracts into a nutraceutical product need to developed.

Needs

- Good nutraceutical product based pineapple and subsequently leads to the increase of its market value.
- Promote and enhance research and development project related to natural and alternative medicine field.
- Successful completion of the development will generate income the local farmers, suppliers, and industry.
- To consolidate business ventures especially in the area of food, nutraceutical and pharmaceutical.

Approach

- Innovative and inexpensive formulation of syrup from a mixture of pineapple juice, spices & herbs, and some value-added nutrients.

Benefits Per Cost

- Cost : RM 30 / 250 mL.
- Retail and Selling price : RM 60-70/ 250 mL.

Competitors

- Existing botanical syrup and beverages in Industry.
- Food and beverages Industry.



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