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E-PROCEEDING INTERNATIONAL BORNEO INNOVATION EXHIBITION COMPETITION (IBIEC 2022)

Transforming Innovation into Opportunities:
Embracing IR 4.0

19th - 20th October 2022



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EXHIBITION & COMPETITION
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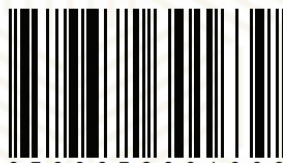
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FRESH CULINARY HERBS EVOKING THE ESSENCE OF CILANTRO

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ABSTRACT

Cilantro innovation is elevating the essence as one of the innovation products of food flavours in cuisine. Cilantro is one of the organic plant-based essences included in the market demand. The essence is easy to use in cooking and easy to store due to the small packaging of the product. The aims of this project are to have flavour enhancer, to give awareness of the synthetic ingredients and to give awareness of using natural ingredients to the consumers. Cilantro essence is highly aromatic and potent to support a healthy digestive response and also healthy detoxification. It also to support a healthier mental status. Innovative process, collaboration and creative thinking process, come up with new and imaginative ways to enhance current food products to higher levels by including cilantro essence. The essence offers a wealth of health benefits that range from natural stimulant to offering digestive aid and it has 100% pure extract.

Keywords: Cilantro, essence, natural, food, pure extract, culinary

PROBLEM STATEMENT

Natural extracts from cilantro essence provide the ethnicity of a regional dish, unlike synthetic flavours. Various food chains are adopting these natural flavours to provide authentic taste. Additionally, the young generation prefers to use various botanicals and adaptogens in their culinary (Retelny, 2020). This is due to the awareness regarding the harmful effects of synthetic flavours (Swetha et al., 2017). Prolonged usage and consumption of artificial flavouring agents lead to various health issues such as skin rashes and cancer (Inetianbor et al., 2015).

Thus, by having cilantro essence in the market, it will be engaged in the production of natural food flavouring agents as the innovative usage of the naturally sourced raw materials create growth opportunities for food industry players.

PRODUCT/INVENTION/IDEA OBJECTIVES

Organic plant flavours and essence emerged as one of the major trends as per the 2019 food flavour market trends (Grebow, 2019). Cilantro is one of the organic plant-based essences that is included in the market demand. Cilantro is the same as coriander. Cilantro essence is used as a flavour enhancer. The essence is a colourless product and contains the aromatic properties of the plant. The reason behind innovation of cilantro essence was that a significant number of consumers are aware of the synthetic ingredients that are used in food products (Zarba et al. 2020). Rising awareness regarding the usage of natural ingredients and consumer's inclination towards the consumption of clean-label ingredients may propel the usage of natural food essences. Therefore, the objectives of cilantro essence usage are to enhance the flavour in daily meals, to give awareness of the synthetic ingredients and to give awareness of using natural ingredients to the consumers.

PRODUCT/INVENTION/IDEA DESCRIPTION

This innovative product does not focus on consumer and industry, but it also includes the creativity of students, lecturers and involvement of the community. By having cilantro essence in the market, university students are able to learn how to market the product and become an entrepreneur. Community will easily get resources of cilantro essence from near the hypermarket and have less cooking time. This situation will lead to business growth and increase the local economy.

Novelty

- (i) Innovative process, collaboration and creative thinking process, come up with new and imaginative ways to enhance current food products to higher levels by including cilantro essence.
- (ii) New product in Malaysian market. Currently there is no cilantro essence available. Customers have to buy fresh cilantro herbs to cook.

(iii) Easy to store. Cilantro essence is best keep at room temperature.

(iv) Easy to use. Customers just need to add a few drops of essence to the food and it's ready to go. Long life span, unlike fresh cilantro, the essence of cilantro can persist for up to a year.

PRODUCT IMPACT/INVENTION/IDEA

Cilantro essence offers a wealth of health benefits that range from natural stimulant to offering digestive aid and it has 100% pure extract. The essence is easy to use in cooking and easy to store due to the small packaging of the product. Less cooking time will be one of the advantages and it can be applied in a variety of cuisines

COMMERCIAL VALUE

- (i) Cilantro essence will produce more products in the market. By adding the essence, an entrepreneur or seller could produce the products such as ice cream, pastry and essential oil.
- (ii) Affordable price will attract people to buy the product and it ensures that the product meet the needs of consumers.
- (iii) In order to promote the cilantro essence to the market, use a special introductory offer to the consumer such as discounted pricing and use voucher or coupon with purchase.
- (iv) Cilantro essence in the demand of SME companies, bakery shops and retail shops. In addition, make use of Google My Business as a business platform. Thus, local and international people will recognize the product.

PRODUCT DIAGRAM/INVENTION/INVENTION/IDEA

Cilantro essence is highly aromatic and potent to support a healthy digestive response and also healthy detoxification. Use it also to support a healthier mental status. Plus, it helps support a healthy stomach function, ideal for use on a daily basis, either in tea or added to smoothies. It is highly aromatic with a most wonderful taste and aroma as well as a unique spice-based in cooking. Cilantro essence packaging design reflects the brand identity and brings the brand to life from the visual appearance and feel of the packaging to its function and sustainability.

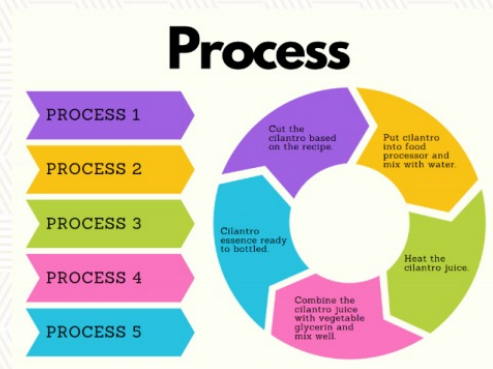


Figure 1 shows the cilantro essence as an innovative product.



Figure 1: Cilantro Essence.

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