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MARA

BLUEPRINT REPORT

VEGELITE: CARRO-POP (PLANT BASED CHICKEN POPCORN)

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1.0 EXECUTIVE SUMMARY

Carro-pop, a vegan popcorn that tastes like any other famous meat-based chicken popcorn due to the addition of Textured Vegetable Protein (TVP) that is made of soybean. This food product is made with the motivation of overcoming the problem of eating too much fat and sodium, as well as barely any nutrition snacks. Carro-pop, which can help fill an empty stomach, is especially vegan friendly because it is entirely made of carrot and free from any meat. It is also rich in essential nutrients such as protein and fibre and low in calories. Carro-Pop contains carrots, which are rich in beta-carotene, fibre, vitamin K1, potassium, and antioxidants.

Our company, Vegelite, sells our product not only in shopping malls and retail stores but also virtually through shopping website of our own. Where consumers can easily order any quantity of their Carro-pop without having to worry about transportation fee and energy wasted. Our website is not only for ordering our Carro-Pop but it also allows anyone who has doubts about the credibility of this product to get knowledge of it. This is due to the website being well equipped with information, production, and history of the company as well as the research made along the way to achieve this product. Not to mention, we prove the most important aspect of making food production, which is that we have HACCP and GMP approval and also a MESTI certificate.

Our company decides our products' overall acceptance and opinions through concept testing by conducting an online survey such as WhatsApp and Instagram. Thus, from this knowledge of public opinions, our packaging and price acceptance has been acknowledged. The company has been ongoing for 3 years and has managed to be not far behind other famous brands with the sales of RM 1,225,488 in the third year of our business. Needless to say, Vegelite is doing fine even though our company is still new.

2.0 PRODUCT OR SERVICE DESCRIPTION

2.1 Overview of Product



Figure 2.1.1 Ready to eat Carro-Pop

Vegelite Enterprise, is the company that introduces the vegan-friendly, organic and plant-based products to Malaysians. The innovative food product is produced to solve the problems and demands from the consumers because people nowadays are changing to a healthy lifestyle. Thus, the Vegelite Company creates a new food product which is plant-based popcorn inspired by the chicken popcorn or nuggets whereby this product is produced due to concerns about the unbalanced diet especially those who do not prefer to take the vegetables in their meals. Thus, the product produced was named “Carro-pop” that can act as a side dish to whoever avoids taking vegetables as a part of their diet because this popcorn is rich in nutrients due to the ingredients used being high in protein and fibre. Hence, the objective of this innovation is to promote an adequate nutrient intake with the consumption of snacks due to it being made from Textured Vegetable Proteins (TVP) which contain high amino acids that the body requires as well as to study the acceptability of people towards plant-based food products.

2.2 List of Ingredients

The figure and table below showed the list of ingredients for Carro-Pop and the amount of ingredient use:



Figure 2.2.1 List of ingredients

Ingredient	Amount
TVP	500g
Carrot	300g
Breadcrumbs	500g
Tapioca flour	200g
Salt	5g
Black pepper	5g

2.3 Benefit of Product

The Carro-pop product is made up from the mixed ingredients such as Textured Vegetable Protein (TVP), carrot, black pepper, chilli powder and flour. The recipe for making Carro-pop is using the TVP which has a chewy texture like the meat texture, and it is high in protein value and due to this, it gives a better solution to substitute the meat products in this Carro-Pop because it has the same properties as meat products. Furthermore, it can reduce the fat intake because the TVP is low in fat content compared to the meat products. Next, the use of carrot in this can enhance the nutritional value because it is high in carotenoid, dietary fibre as well as vitamins. These nutrients can help in preventing some diseases such as obesity and