

SERIES 2

INNOVATION

FOR SUSTAINABLE GROWTH



BOOK COMPILATION

Innovation for Sustainable Growth (Series 2)

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Chapter 62

TeaMeric

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Abstract

TeaMeric is a pre-mixed herbal drink made from a combination of three main natural ingredients - young turmeric, young ginger and stevia leaves. This product has the potential to be marketed due to the authenticity of the ingredients used which offered excellent health benefits. Turmeric is a spice that comes from the turmeric plant and is commonly used in Asian cooking. It's warm, bitter taste as well as the vibrant yellow color property known as *curcumin* make this a great fit for use in food and beauty products. Widely known for its edible root, turmeric which is regularly used as flavor and coloring for curry powders, mustard, butter and also cheeses, is likewise used traditionally to relieve and cure diseases such as arthritis, heartburn, joint pain, stomach pain, diarrhea, intestinal gas, stomach bloating, loss of appetite, jaundice, liver problems, high cholesterol, skin inflammation from radiation treatment, and fatigue. The combination of turmeric and ginger not only give a good taste to this drink, but also makes it healthier. This is for the reason that ginger has proven to improve the absorption and assimilation of essential nutrients in human's body. Stevia leaves in the other hand, is added to this drink as the natural sweetener which indirectly will hinder the use of artificial sweeteners. The innovation of this product will not only give consumers new options on the choice of flavored health drinks that are currently in the market, but it may help in reducing the preparation time as the drink is come in convenient pre-mixed sachet. Furthermore, this study is conducted in order to look on the opportunities to penetrate the present market share of alternative healthy drinks.

Introduction

TeaMeric drinks is innovated from a combination of fresh local turmeric, local young ginger and stevia leaves. Turmeric herbal drinks has the potential to be commercialized because both main ingredients namely turmeric and young ginger are easy to get and the costs of production are low. Stevia leaves are added to this drink and serves as a natural sweetener. In addition, the use of stevia will also enhance the nutritional value of this herbal drink. Therefore, this drink is free from the use of artificial materials like food additives and artificial sugar. This innovation is seen as helping the Small and Medium Enterprises (SMEs) to grasp the opportunity in commercializing this drink. In addition, the invention of this product can be helpful in contributing to the national economy towards a sustainable economy.

Content

The use of turmeric is diverse, and is often associated with cooking and food products. Rarely known turmeric is also used in the production of medicines and cosmetics. Turmeric, the essential ingredient in curry, is arguably the most powerful herbs on the planet at fighting and potentially reversing disease. It has so many healing properties that currently there are 6,235 peer-reviewed articles published proving the benefits of turmeric. As for the ginger, which can be found daily at any market, its spicy and hot taste can be a challenge and not easily accepted by consumer at large. Hence, making the best use of both agricultural products in totality would be of great economic advantage if it could be

combined with added value which could energize further their agricultural product. Thus, by offering a blend of both healthy ingredients, not only a healthy product can be produced, but also successfully introduces turmeric and ginger as an acceptable and delicious beverage product.

TeaMeriC is produced in the form of ready-to-use sachets. This is because, nowadays consumers are more likely to choose consumer-friendly products that can shorten the time of preparation of a food or drink. Over the last five years, consumer preference has changed from clean to clear diet. Consumers are more prone to products that offer a healthier and more natural choice. Despite the fact that, herbs naturally carry a disturbing strong flavor, TeaMeriC is produced to be delicious in order to encourage the consumer to try and consume this healthy herbal drink. Thus, this turmeric tea is expected to provide a new range in giving people added value to improve their health. This product has the opportunity to be commercialized among foodservice industry players and general consumers which will help to increase the country's profit economy. Among targeted consumers are busy housewives, health-conscious individuals which at the same time looking for convenience, spa entrepreneurs, restaurants, hotels and catering operators. This turmeric tea has marketability due to the uniqueness of the ingredients used - local, fresh and natural. Also, it has additional values and preference toward the attractiveness of the original color, taste and nutritional features.

With this, another potentially local herb can be highlighted as a healthy alternative source of food. Opportunities in busting and promoting this local agro products will assist the country's economic factors. This can also increase the income of local farmers when production is increased. Therefore, turning turmeric into ready-to-drink tea will diversify its use, its authenticity and uniqueness.

Originality and Novelty

- Healthy and nutritional *Ready-to-drink* herbal drink
- Using 100% natural local ingredients
- Promoting local products

Turmeric

Turmeric is an ancient root used for its healing properties for centuries. Turmeric comes from the rhizome (rootstock) of the *Curcuma longa* plant (Duke, 2004). Traditionally used in Chinese and Indian folk medicine, turmeric benefits are amazing and able to treat a wide range of illnesses. The powerful anti-inflammatory and antiseptic qualities of turmeric have made it a precious commodity for ages (Casella & Berger, 2001). Turmeric has been widely used in powder or paste form. Turmeric also has been used for many conditions in traditional medicine in Malaysia. Curcumin is a bright yellow chemical produced by turmeric plant (Duke, 2004). Curcumin is the main active ingredient in turmeric. It has powerful anti-inflammatory effects and is a very strong antioxidant (Casella & Berger, 2001). Turning turmeric into drinks can be made from fresh or dried turmeric; generally by pouring boiling water over the parts of the plants and let them steep for a few minutes. After collecting fresh turmeric, clean the turmeric, gathered, dried and powdered for a various usages.

The use of turmeric in a lot of varieties way not only provides a healthy food to the consumers but significantly will enhance its usage. Turmeric focuses in all age group of consumer and also aimed for small and medium industry. Turmeric is very popular in Indian and Chinese herbology and is one good example from many valuable sources of nutrition that being fully used by the general population (Hoffmann, 1990).

Problem Statement

Researchers aimed to provide the information on turmeric as it is regarded as local herb that can be diversified for consumption and enhanced its usage. In other countries, there are various pharmaceutical products produced from turmeric. It is processed in various forms of supplementation and dietary supplements such as tablets, drops of liquid and other product. One of the many herbal supplements available in the market is herbal tea. It is said to contain active types of substances that can help to prevent diseases such as edema, gout, kidney stones, bladder and kidney inflammation (Health Notes, 2004). Turmeric is very popular in Chinese herbology and is one good example from many valuable sources of nutrition that being overlooked or are considered waste by the general population.

Research Objectives

- To promote the usage of turmeric in food production.
- To provide information regarding turmeric that is able to be commercialized in the market.

Material

- A. Turmeric Plant (local fresh turmeric)
 1. Fresh young turmeric plant, planted and pick at Kuala Selangor, Selangor, local produce collected. Keep fresh at 4-6°C until further process.
- B. Process of preparing the tea bag
 1. Preparing the raw materials: fresh local turmeric, ginger & stevia

Uniqueness of TeaMeric

The project is to promote the local produce and turned it into a convenience and user- friendly for consumers. From this ingredient, ready-to-use food product is produced. Today, most consumers choose to live a healthier life, eat and drink healthily and choose natural-based products. At the same time, the uniqueness of the selected product is also taken into account. The uniqueness of TeaMeric is the selection of herbs used. Turmeric and ginger are two types of herbs that have many benefits. However, to consume raw turmeric and ginger is almost impossible. Strong colors, smells and tastes make people choose not to take such juice. Therefore, the innovation of this tea in ready-to-use sachet is seen to solve the problem above. Coupled with the natural sweet taste of stevia leaves, this product is not only delicious, but it offers 100% natural ingredients.

Commercialization of TeaMeric

There is another potentially useful local herb to be highlighted as a source of food in pharmaceutical sector. This can also increase the income of local farmers and the production can be increased. This product has a market potential because the ingredients used have offer an excellent of the uniqueness of TeaMeric. Therefore, turning turmeric into tea will diversify its usage and utilization.

Presently, the product is in the introductory stage. This is because there is no such product in the market today. Turmeric tea and ginger tea are usually sold separately in the market and usually come with artificial sweeteners. While TeaMeric is a combination of two good herbs with natural sweetener. The researchers have defined the market as healthy-convenience food product, with consumers who care for a healthy lifestyle and healthy eating and at the same time want the convenience in the preparation of food/drinks as the target group. This group of consumer is estimated to increase in terms of volume due to the tendency of today's people to choose foods and drinks that come from natural sources. Turmeric herbal drinks has the potential to be commercialized because both main ingredients namely turmeric and young ginger are easy to get and the costs of production are low.

Conclusion

The various uses of fresh turmeric that we can found. Turmeric, the main spice in curry, is arguably the most powerful herb on the planet at fighting and potentially reversing disease. The usage of food additive and coloring in food can lead to a health problem. By consuming the so natural TeaMeric, turmeric drinking and also other uses can help reducing a health problem and not only that, it uses a natural ingredient and natural color. As for a stevia, which can be found daily at any market is very obvious. It is also used to treat colds and fever. Women sometimes use as a calming drinks.

Local herbs have many benefits. Turmeric is one of the most powerful local herbs. Frequently used in cooking as coloring and seasoning, it is also widely used in other industries such as pharmaceuticals, textiles, cosmetics and so on. The daily intake of turmeric can prevent the body from illnesses. By combining turmeric with ginger and leaf stevia, a delicious healthy drink product is produced - TeaMeric. Produced with convenience quality in mind, this drink comes in the form of tea bags. Thus, the product produced not only beneficial to consumers, but also helps local farmers to increase crop

production. SME can innovate with new products that can meet market demands. All of this can indirectly improve the country's economy.

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Innovation for Sustainable Growth, Series 2 is a compilation book to specially present selected essays of creative and innovative products that have entered International Invention & Innovative Competition (InIIC) Series 2/2018 organised by MNNF Network, on 20 October 2018 at Langkawi, Malaysia.

The organiser has called the participants to submit their essay in order to document their creative and innovative products in this book. The contribution of essays from the participants is highly appreciated. This documentation with images and illustrations is significantly important in aiding readers to understand how their creative & innovative products have been developed.

This book is practical for everyone in several ways. It is handy to review the work of other participants. It will also be beneficial as a reference to sparkle ideas in order to become more creative and innovative in designing new products.



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