



A versatile ready-to-use pumpkin-based sauce and paste

Pumpkin is cheap and abundantly available, yet highly nutritious. According to our survey, 1 in 2 people love to eat pumpkins. Most people love to eat pumpkin but don't use it often in their cooking because, in our food culture, pumpkin has been served in limited dishes.

We have developed a new way to include pumpkin in a variety of dishes. Our pumpkin-based sauce and pastes have given pumpkin a new twist of flavors such as original, cheesy, and hot.

Our pumpkin-based sauce and paste are very versatile. It can complement many types of dishes. For example, it can be eaten as a dipping sauce for fries, a dressing in sandwiches, a cooking paste for your proteins or pasta, and many more. Besides that, we also provide ideas and recipes for consumers to try.

A series of sensory evaluations shows that consumers love our products and are amazed at how versatile the sauce and pastes are served in our local and Western foods.

MARKET VALIDATION ACHIEVEMENT

This product has passed the six phases of the Technology Readiness Level (TRL) and only needs to pass the last three phases, which are levels seven to nine. Completed project activities involved product formulation development, designing packaging and labels, selecting, and determining appropriate packaging for targeted consumer groups, and conducting advanced laboratory research activities.

NEXT MILESTONE

Our team is exploring new opportunities for commercialization in expanding the brand market share, both domestic and overseas.



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(Project Lead)



STARTUP NAME & LOGO

Sari Rasa

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