



Z&F Enterprise with their winning product, the 3-in-1 meat tenderiser, Pinezer.

INNOVATION

A meaty solution

ZULITA MUSTAFA
zulita@nst.com.my

EIGHT teams, comprising final-year students from Universiti Putra Malaysia's (UPM) Faculty of Food Science and Technology, battled it out in a food product innovation competition organised in conjunction with the New Food Product Development Day held at the university recently.

Team Z&F Enterprise's innovative idea won first place with its 3-in-1 meat tenderiser — Pinezer — formulated by using bromelain from pineapple core.

With pineapple core as the key ingredient to tenderise, deodorise and give a unique flavour to raw meat, the solution won the judges' hearts.

The advantage of using the pineapple core to soften the meat, especially steaks, gives the food a softer texture in 15 minutes.

Z&F Enterprise leader Muhammad Zakwan Mohamad Zakaria, 22, said now everyone could tenderise their steak in a short period of time, remove the odour and make meat flavourful.

"Although there are pineapple packets available in the market, but ours — a mixture of spic-



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**MUHAMMAD ZAKWAN
MUHAMMAD ZAKARIA**
Z&F Enterprise leader

es like cinnamon and coriander — could provide a better taste to the food for the consumer.

"Our group got help from the Malaysian Nuclear Agency through the use of certain technologies to ensure that our product is effective.

"As a result, the marinating time is shorter and it makes cooking easy. The 3-in-1 pineapple core base meat tenderiser may be of help to ease your busy and hectic life," he said.

With the tagline, "Say No to Take Away steak, thrill your taste buds with our meat tenderiser", the team took home RM400, a hamper and certificates.

Zakwan said it was not easy to make a product without using any preservative and colouring as it might result in an early expiry date.

"Hence, technology plays an important role in the packaging of the product and the processing system to make sure it is long-lasting," he said.

Faculty of Food Science and Technology dean Professor Dr Nazamid Saari said students needed to be more creative and innovative to be able to compete in the job market.

"Students need to challenge themselves and intensify efforts to produce high-impact products with commercial value for community benefits," he said.

Present at the event were deputy dean Associate Professor Dr Sharifah Kharidah Syed Muhammad and Food Technology Department head Professor Dr Tan Chin Ping.

LoCouis Sdn Bhd and D'Haji Sdn Bhd won second and third place, respectively. The winners took home RM300 and RM200, as well as certificates.

Rohaini Nazir, 22, from LoCouis Sdn Bhd, said the team produced dried laksam, called LIT (Laksam Instant Technology), that could be consumed whenever and wherever.

"With the technology, the laksam is rolled, cut and dried accordingly prior to packaging, with an instant powder of fish and coconut gravy.

"LIT offers better laksam with a longer shelf life, is preservative free, and takes minimal amount of time to prepare.

"LIT comes in a small size packaging and is lightweight. This product is the best companion for travellers and people who love heritage food.

"As a pioneer of instant laksam in the market, LIT makes your life so much easier as all you need is hot water to enjoy our tempting laksam," said Rohaini.

She said the team took 12 to 13 weeks to come up with the technology.

D'Haji Sdn Bhd team leader Muhd Ibrahim Mat Noh, 22, said their product — SPINO Spinach Nori — offers a source of fibre from fresh spinach and protein from anchovies as a well-balanced diet. It is MSG-free, with no artificial preservative and colouring agents.

"It is best served as a healthy snack with added vegetables, which is suitable for kids and people of all range of age. You can sprinkle it on porridge or mix it with plain rice.

"SPINO Spinach Nori is the best choice for all occasions with light and convenient packaging," he said, adding that the product is the perfect combination of high-quality spinach and the unique, tasty flavour of hot and spicy anchovies sambal.

Meanwhile, youTH Enterprise was announced the Best Commercialised Award winner for its product, MulBTea, which is tea made from mulberry leaves extract, spray dried and moulded into tablet form.

MulBTea is 100 per cent tea with no added sugar and artificial sweetener. These has active compounds that might reduce the risk of diabetes and obesity.

This product can be consumed anytime and anywhere by just letting it solubilise in water. Other than that, you can add anything, like sugar, chia seed or even cincau, according to your preference to MulBTea.



Rohaini Nazir



Muhamad Ibrahim Mat Noh



The winning groups sharing their joy with other event attendees after the prize award ceremony.