



### Product Background

#### KAYA SLICE

A transformation of custard-like texture (traditional kaya) into slice form that is more convenient (on-the-go) and nutritious.

It covers the important macronutrients that aligned with WHO:

- carbohydrate
- protein
- fat



### Tidak sarapan jejas pembelajaran

DR. HORMAN ABUL MUHAMMAD  
hormans@ump.edu.my



Pengarah Pembelajaran dan Halatu Jaga, UMP, Loring (Dewan Halatu Jaga) dan Jaga (Dewan Halatu Jaga) menunjukkan kepada pelajar-pelajar di Dewan Halatu Jaga.

Akibat tiada pengambilan diet makanan seimbang pada waktu pagi, murid sekolah terdedah kepada masalah kekurangan nutrien yang penting dalam badan sekali gus menjejaskan tumpuan serta pembelajaran mereka di sekolah.

### Status of Innovation

- Market Readiness

### Market (2021) Online

- FB, IG, Shopee
- Website ([www.jomsarapan.com](http://www.jomsarapan.com))
- [halalstreet.co.uk](http://halalstreet.co.uk)



### METHODOLOGY

(FORMULATION DEVELOPMENT)

Blend pandan leaves, coconut milk and brown sugar

Sieve mixture with muslin cloth

Stir until it reached 55° Brix

Cook in a double-boiler at 60°C

Filled in the Kaya Slice (7 x 7 cm) mold

Add gelatin and potassium sorbate

Placed in a chiller at 4°C for 1 hour



### MARKET SURVEY



WORKING  
27-50  
old



JB  
KL  
Kuantan  
PENANG

BASED ON FOOD TESTING AND MARKET SURVEY

100%  
CONVENIENT

95%  
VALUE FOR MONEY

95%  
WILL BUY

### COMPARISON COST

RM5  
5 PIECES

RM3.00  
200G

### VALUE PROPOSITION FOR KAYA SLICE

80%  
MORE FIBRE

60%  
MORE PROTEIN

18%  
LESS SUGAR

RICH  
IN MINERALS

### Collaboration



Food Technology  
Sultan Haji Ahmad Shah Polytechnic  
Kuantan Pahang

### RESULT

NUTRITIONAL FACTS

CARBOHYDRATE  
53 gram

FATS  
9.7 gram

PROTEIN  
6.4 gram

DIETARY FIBER  
8.7 gram



PERBADANAN HARTA INTELEK MALAYSIA  
Intellectual Property Corporation of Malaysia

#### Payment Slip

Application Number: LY2019001360  
Application For: CE-1- NOTIFICATION OF WORKS  
Title of Work: KAYA SLICE  
Type of Work: LITERARY  
Filing Date: 25/03/2019

### Publication

e-Proceeding Innoplen 2019  
eISBN 978-967-0778-48-8

### Achievement/Award

- GOLD FIMiEx, 2019
- GOLD WINTEX 2019 (GRAND PRIZE AWARD)
- SILVER MICOM 2020 (Multimedia Competition)
- GOLD WINTEX 2020