STUDY CASE OF PRODUCT COMPETITIVE BENCHMARKING AMONG REGULAR FLAVORED UHT MILK BASED ON COMPOSITION AND NUTRITION FACTS

Widita Sukma Wimala, Juwita Astuti and Eko Hari Purnomo
Department of Food Science and Technology, Faculty of Agricultural Technology,
Bogor Agricultural University, IPB Darmaga Campus, PO BOX 220, Bogor, West Java, Indonesia
Phone: +62 857 10098275, E-mail: widitawimala@yahoo.com

ABSTRACT

The increasing of milk consumption makes UHT milk is potentially to be developed in Indonesia market. UHT milk market in Indonesia is led by three biggest players. They are denoted by AAZ, BBY and CCX. Based on consumer research, known that single packed regular flavored UHT milk, especially chocolate flavored, becomes the most interesting product variant to be benchmarked since it has higher preferences by consumer research’s respondent. From this study, known that AAZR, a regular variant from AAZ, used less food additives than other product references. It also had closest nutrition profile to cow milk which is good in protein and calcium content. BBYR that is produced by YY used recombined milk-based product and fortified it product with various vitamins. BBYR has no distinctive character in its two products variant but both of the variants are high in total energy content. It is known that CCXR also used recombined milk and added various kinds of food additives to it product. However, CCXR has fortified their product with beneficial compounds such as dietary fiber and prebiotics FOS. It is recommended to develop a UHT milk product that optimized nutritional content of fresh milk and composed of minimum synthetic food additives but it may be good to add some beneficial components to the product to increase the product value.

Keywords: UHT milk, benchmarking, and product competitive