



Users acceptance on Ar' Rizs Chocolate Spread

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Abstract

Chocolate spread has been used widely among Malaysians. Chocolate spread can best be served alone or eaten with bread and biscuits. It has now become a favorite not only for children but also for people of all ages. There are many brands of chocolate spreads in the market. Most of the chocolate spread are usually found in natural flavour or mixed with hazel nuts. This study is done to produce a chocolate spread based on a combination of eight components of Sunnah food such as goat milk, dates, almonds, honey, figs, raisins, olive oil and salt and compare it with the chocolate spread available in the market. Sunnah food consumption is not only good for the health of the body physically but also to internal organs such as helping in digestion of food and blood circulation. A survey has been done to analyse the users perception on Ar'Rizs Chocolate Spread. Based on the study, the results shows that Ar'Rizs Chocolate Spread are favoured by everyone and is suitable for people of all ages, such as children, students, adults, pregnant women and nursing mothers.

INTRODUCTION

Chocolate spread is a preferred food by people of all ages. It is not only loved by children but also adults. Chocolate taste sweet and creamy. It does not only taste delicious and small intake in the daily diet can be beneficial to health ("CacaoWeb," 2015). Chocolate spreads available in the market usually can be found in original flavour or hazelnuts. Consumers demand in the aspect of food product development has changed significantly (Torres et al., 2011). Therefore, Ar'Rizs Chocolate Spread was produced to improve the contents of the chocolate spread by using Sunnah food as its main ingredients. Ingredients used in Ar'Rizs Chocolate Spread besides cocoa are goat milk, dates, almonds, honey, figs, raisins, olive oil and salt. These Sunnah foods were mentioned in the Holy Quran and were endorsed by the Prophet Muhammad because of their rich nutrient values and their healing properties (Islamweb Staff, n.d). Sunnah foods are thought by Prophet Muhammad (PBUH) and consuming it can improve our health and life (Ishak., Shari, Yahya, & Talmizi, 2013).



Fig. 1.
Ar'Rizs Chocolate Spread

MATERIALS AND METHODS

Nowadays, the authenticity of halal food has raised much concern among Muslim consumers throughout the world (Nurrulhidayah, Yaakob, Mohammad Aizat, & Suhaimi., 2011). Therefore, to meet the requirements, Ar'Rizs Chocolate Spread which consists of a combination of Sunnah food was produced. This chocolate spread can be an alternative way in consuming Sunnah food and can be very good for our diet. Ar'Rizs Chocolate Spread consists of dates, figs, almonds, goat milk, raisin, olive oil, honey and salt. Other ingredients used are such as cocoa powder, brown sugar and creamer. Each of the ingredients used in the recipes of chocolate spread has its own nutritional value. The Quran and Sunnah both recommend food rich in nutrients and prohibit the consumption of substances that have been proved to be harmful (Islamweb Staff, n.d.).



Fig. 2.
Sunnah food as ingredients in Ar'Rizs Chocolate Spread

Almonds are from the legume group and under its botanical name from the family Rosacea. Almonds are important for health because it contains vitamin B, calcium, and phosphorus. In addition, almonds can help in building healthy bones and teeth. Almonds can also help to maintain the level of cholesterol and prevent constipation. Choosing almonds regularly instead of a high-carb snack may be a simple dietary strategy to help improve body composition and prevent the onset of cardiovascular disease.

Ficus Carica, the Latin name of a fruit that originated in West Africa and is very popular in the Muslim world is also known as figs. Figs are one of the favourite fruit of the Prophet Muhammad. This fruit can be used to cure hemorrhoids and keep body healthy. Dried figs are an excellent source of fiber, Vitamin K and minerals like copper, manganese, magnesium, potassium, calcium relative to human needs (Vinson JA., 1999). In addition, figs also can help control blood sugar and reduce cholesterol in the blood by binding in the gastrointestinal tract as well as to protect and prevent cancer of the large intestine (colon).

Besides fig, honey is also one of the Sunnah foods which has full of nutrients such as minerals and vitamins. Honey is not just a sugar, but also a complex combination of enzymes, organic acids, esters, antibiotic agents, trace minerals, and other, unidentified components (Islamweb Staff, n.d). The goodness of honey has been proven scientifically as it contains a mixture of sucrose, fructose and glucose (Yanovski, 2003). Consuming honey can boost energy, increase antioxidants in the body, kill germs, acts as an antibiotic and as a wound healing agent.

Meanwhile, olive oil is rich in polyphenols, which are natural antioxidants. The Journal of the National Cancer Institute also reported that olive oil offers strong protection in the fight against breast cancer. Olive oil can help in reducing cholesterol, prevent heart problems, control blood pressure, reduce the signs of aging, strengthen the immune system, protect against the effects of free radicals and prevent inflammation.

Similar to other Sunnah food, dates also contain minerals, vitamins, fiber and antioxidants that are equipped for the overall health of the body. Date has also been recognized as the best substitute diet in the world, especially during the healing process. The high content of carbohydrates in dates can easily be absorbed by the body (Pamplona, 2004). Dates can help patients with anemia, strengthen bones, increase libido, weight control, cancer prevention and can avoid stroke. Dates also contain potassium which can be the main agent in maintaining the health of the nervous system. This can increase the speed and sharpness of brain activity.

Raisins, like most fruits, possess a combination of an appealing, sweet taste and nutritional value. Raisins provide essential nutrients, soluble and insoluble fiber, and health protective bioactive components, or phytochemicals (Arianna, Thea, & Dalia, 2008). Raisins are rich in vitamins, riboflavin and folate. Additionally, raisins contain trace mineral called boron helps improve concentration, hand-eye coordination and improve memory. Raisins are also one of the foods that can reduce stress, improve blood circulation, treat anemia and strengthens the heart and liver.

Goat's milk is the best food for the brain, nervous system and mental faculties. Goat milk contains all the vitamins, minerals, protein and fat. In addition, goat's milk is important for the growth of the brain tissue, enzymes and neurotransmitters while providing energy to the brain. Goat milk differs from cow milk in having better digestibility, alkalinity, buffering capacity and certain therapeutic values in medicine and human nutrition (Coni, Bocca, & Caroli, 1999). In fact, the power of goat milk is the same with mother's milk.

The last sunnah food used in Ar'Rizs Chocolate Spread is salt. Salt is often used on raw food or cooked. Excessive salt intake is also associated with high blood pressure, yet many do not know that salt is on of the sunnah food and can cure some disease. Taking a pinch of salt prior to the meal allows any deficiency of hydrochloric acid to be made up just before introducing new food.

Sample preparation of Ar'Rizs Chocolate Spread

Ar'Rizs Chocolate Spread was prepared based on the above Sunnah foods. Cocoa powder, brown sugar and creamer are added together in the mixture. Almond, dates, figs and raisins are blend together to produce a paste. Meanwhile, cocoa powder is cooked together with goat's milk, honey, salt and creamer. Once the mixture is well mixed, all the four Sunnah foods are added into it.

ANALYSIS AND FINDINGS

A survey has been done in order to make sure that Ar'Rizs Chocolate Spread can be accepted by everyone. A total of 100 Muslim respondents participated in the study since this product uses Sunnah food as the main ingredients. The respondents are from Seberang Jaya and Permatang Pauh, Pulau Pinang. The survey has been distributed to 50 school children aged between 7 years to 12 years, 25 of them were teenagers and the rest are adults. Among these 100 respondents, 50 were male and 50 were female.

Questionnaires were distributed, and the results have been obtained. Figure 3 shows the respondent preference on consuming various type of spread. 60% of the respondents prefer to consume chocolate spread while 40% of them prefer other type of spread such as jam and peanut butter.

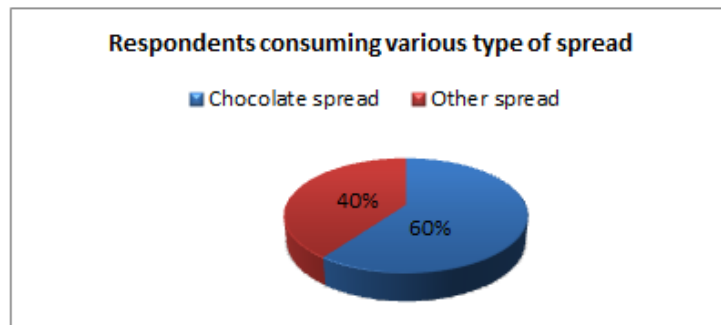


Fig. 3.

Respondents consuming various types of spread

Figure 4 shows the respondents preference on consuming chocolate spread. 65% of the respondents prefer to consume chocolate spread. This is may be because majority of the respondents are children and they like the sweetness taste of chocolate. Meanwhile 35% of the respondents do not prefer chocolate spread may be because the taste is too sweet and contains ingredients such as sugar, palm oil and cocoa which are not suitable if taken in large amount.

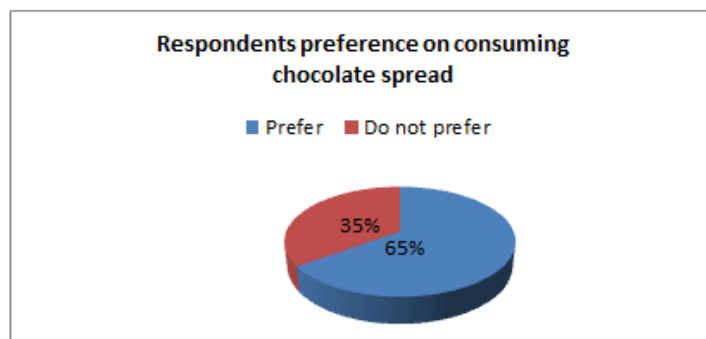


Fig. 4.

Respondents preference on consuming chocolate spread

Figure 5 shows the respondents habit of consuming Sunnah foods. Only 15% of the respondents do not take Sunnah food in their daily routine while 85% of the respondents consume Sunnah food frequently either raw or combine with other food products.

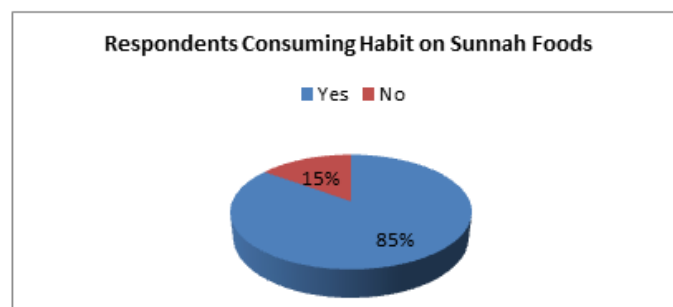


Fig. 5.

Respondents Consuming Habit on Sunnah Foods

Figure 6 shows the respondents consuming various types of Sunnah foods. It shows that raisins are preferred most followed with honey, dates, goats milk, olive oil, almond and figs. Figs is seldom consumed by users may be because it is hard to find in the market. Other than that, raisins are most preferred as the respondents are mostly children. Raisins are easy to consume besides its nutritional value especially to help students in improving their studies.

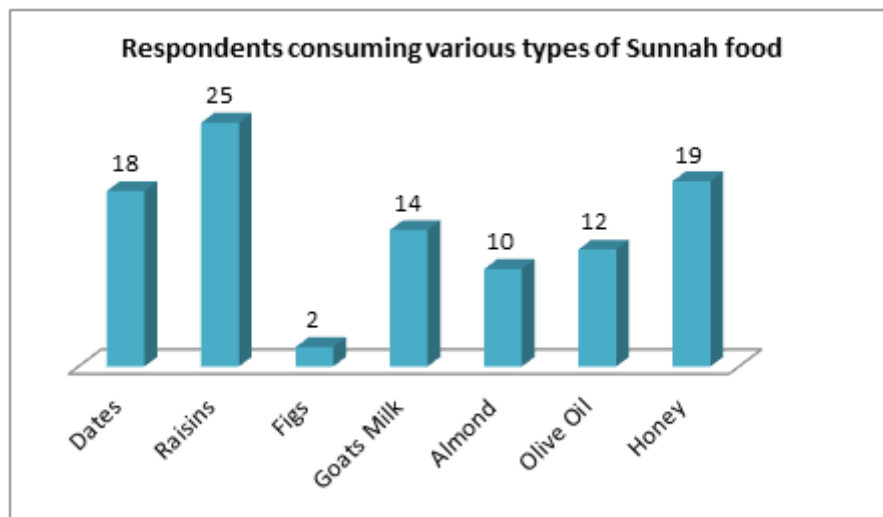


Fig. 6.

Respondents consuming various types of Sunnah Foods

Figure 7 shows the proportion of respondents after trying the Ar'Rizs Chocolate Spread. An increase of 25% of respondents who loved the chocolate spread can be seen after trying the Ar'Rizs Chocolate Spread compared to other brand such as Nutella, Delfi and Gardenia. Most respondents like Ar'Rizs Chocolate Spread may be because it contains a combination of seven Sunnah foods which can provide many nutrients to its users. Besides that, Ar'Rizs Chocolate Spread can also be an alternative ways in consuming Sunnah foods. In addition to the delicious taste and not too sweet, this chocolate spread is suitable for people of all ages. Furthermore, Ar'Rizs Chocolate Spread is the first Muslim product which contains halal ingredients.

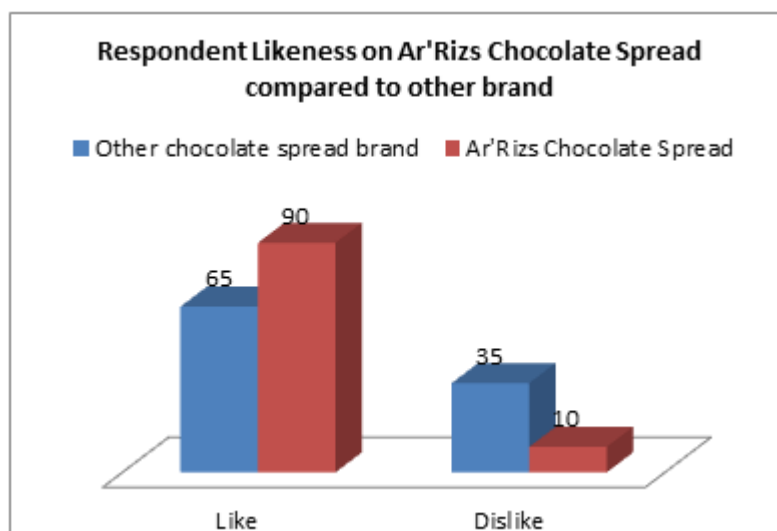


Fig. 7.

Respondents likeness on Ar'Rizs Chocolate Spread compared to other brand

CONCLUSION

Chocolate spread is favored by everyone, especially children. Ar'Rizs Chocolate Spread is the first Muslim product which contains Sunnah food such as goat's milk, dates, almonds, honey, figs, raisins, olive oil and salt. The uses of these ingredients which are full of nutrients can provide great benefit to those who consume Ar'Rizs Chocolate Spread. The result of this study shows that AR'Rizs Chocolate Spread is more preferred compared to other chocolate spreads in the market. It is hoped that Ar'Rizs Chocolate Spread can attract people of all ages, such as children, students, adults, pregnant women and nursing mothers and can be commercialized not just in Malaysia but also all over the world.

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