

SHELF-STABLE MULTI CUISINES CONVENIENCE MIX: A COOKING BASE

1. Introduction:

A cooking base mix referred as Wonder mix formulation provides a complete convenience in kitchen to the chefs and to the house wives. It is prepared by pre-processing of various wet & dry spices under optimized conditions. The product is a complete mix which contains optimized levels of spices, oil and salt etc. The wonder mix is in a natural paste/grated form which gives a tradition look to the kitchen preparations. The product is shelf - stable under ambient conditions for 6 months. The product is more suitable for dry preparations for vegetarian; or non-vegetarian cuisines. The wonder mix can also be used very conveniently in the preparation of variety of rice preparations like fried rice, vegetable rice or *pulao* etc.

2. Market potential:

The wonder mix is a shelf-stable product containing traditional ingredients with traditional taste. Since it is in grated and in paste form, it gives a traditional appeal and flavour to the finished preparations. The wonder mix formulation can be used in the preparation of varieties of ready-to-eat food products such as vegetables, cereals and meat & minced meat products with high sensory acceptability. Further, this being a processed product with a standardized recipe, the quality would be uniformly maintained throughout the production cycles. Added to this, the unavailability of such a convenience product in the present day market ensures that this product would be a potential money earner and would satisfy the needs of fast food joints, housewives, restaurants and meat eaters and also will have export market especially ethnic groups. Further it has certain additional advantage to existing masala mixes etc. like:

- a. It is a complete mix which contains oil, salt and in an appropriate concentration of onion, garlic and ginger etc. Whereas, in market masala mix for preparation of curries etc additional chopped onion, garlic or ginger, oil etc needs to be added as per the instruction provided by manufacturer.
- b. The product wonder mix gives a traditional taste i.e., a homely feel and appearance of particular preparation because it contains onion rings or grated ginger garlic and ginger. Whereas, the market masala mixes represent a commercial taste.
- c. Further the product is oil based hence it provides a better flavour. For instance preparation of dal fry just by adding a tea or table spoon (based on quantity) of

wonder mix in dal the preparation is ready in no time whereas, in market samples it need to fry chopped onion, ginger, garlic, tomato etc in oil and then addition of masala mix.

- d. The wonder mix provides complete **convenience** in kitchen.
- e. The most attraction of the wonder mix is that a **single product** could be used for the preparation of more than one dozens of traditional VEG/NON-VEG CUISINES. In market masala mix we need to buy specific masala mix for specific preparation. Hence the wonder mix has novelty and the name is given wonder mix.

3. Raw material:

Onion, garlic, ginger, green chillies, turmeric powder, salt and other spices.

4. Plant and Machinery:

Fryer- Auto fryer Electric operated, Mixer-Ribbon mixer, Pulverize, Vegetable Chopper/ processor/grater, Roaster, Auto filling and Sealing Machine

Miscellaneous (Weighing Balances Working tables, S.S Utensils, Plastic crates, impulse heat sealers etc)

5. Project requirement:

Land area in Sq. Mt. 500

Building area in Sq. Mt. 150

Plant and machinery (Approx.) : Rs. 5.50 Lakhs

Estimated project cost (Approx.) : Rs. 16.50 Lakhs