

Strengthening the Frozen Food Business towards Meals Ready To Eat during the Pandemic Covid-19 Kitchen Bizain Wedomartani Ngemplak Sleman Yogyakarta

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ABSTRACT

The condition of the Covid-19 pandemic has affected many industries including the culinary industry. The corona virus pandemic (Covid-19) is indeed a big challenge that must be faced by businesses. Contrary to this, some business actors actually experienced an increase in sales. One of them is the fast food business with retort technology, namely meals ready to eat (MRE). Retort technology is able to compete with frozen food products which have a limited shelf life and are in the form of ready-to-eat food. Meals ready to eat products are services that make it easier for mothers or career women who have lots of activities outside the home. Based on research, mothers need a lot of time to prepare ingredients such as cleaning, cutting, chopping and even after cooking, mothers have to clean the kitchen. The presence of the Meals Ready to Eat service is expected to help mothers in matters of cooking in the kitchen so that mothers can have more quality time for their families. Meals ready to eat are ready-to-eat food products that have gone through a series of processing or cooking processes and ended with a sterilization technology called retort and are packaged in airtight packaging so that they have a long shelf life. The condition of the Covid-19 pandemic has affected many industries including the culinary industry. The corona virus pandemic (Covid-19) is indeed a big challenge that must be faced by businesses. Contrary to this, some business actors actually experienced an increase in sales. One of them is the fast food business with retort technology, namely meals ready to eat (MRE). Retort technology is able to compete with frozen food products which have a limited shelf life and are in the form of ready-to-eat food. Meals ready to eat products are services that make it easier for mothers or career women who have lots of activities outside the home. Based on research, mothers need a lot of time to prepare ingredients such as cleaning, cutting, chopping and even after cooking, mothers have to clean the kitchen. The presence of the Meals Ready to Eat service is expected to help mothers in matters of cooking in the kitchen so that mothers can have more quality time for their families. Meals ready to eat are ready-to-eat food products that have gone through a series of processing or cooking processes and ended with a sterilization technology called retort and are packaged in airtight packaging so that they have a long shelf life. The condition of the Covid-19 pandemic has affected many industries including the culinary industry. The corona virus pandemic (Covid-19) is indeed a big challenge that must be faced by businesses. Contrary to this, some business actors actually experienced an increase in sales. One of them is the fast food business with retort technology, namely meals ready to eat (MRE). Retort technology is able to compete with frozen food products which have a limited shelf life and are in the form of ready-to-eat food. Meals ready to eat products are services that make it easier for mothers or career women who have lots of activities outside the home. Based on research, mothers need a lot of time to prepare ingredients such as cleaning, cutting, chopping and even after cooking, mothers have to clean the kitchen. The presence of the Meals Ready to Eat service is expected to help mothers in matters of cooking in the kitchen so that mothers can have more quality time for their families. Meals ready to eat are ready-to-eat food products that have gone through a series of processing or cooking processes and ended with a sterilization technology called retort and are packaged in airtight packaging so that they have a long shelf life.

Kata Kunci: frozen food, retort, meals ready to eat, dapur bizain