

A FEASIBILITY STUDY ON HERBAL CHOCOLATE BAR

By: Dr. Felomino S. Belinario

INTRODUCTION

Chocolate is a food produced from cocoa bean grindings, taken out of their shell. Its production, as well as that of cocoa is measured in terms of cocoa bean grindings. About 1.5 million tons of cocoa grinding are produced by the world in a year. In the 20th century, Western Europe and the United States have been the largest consumers of chocolate and cocoa by far. In tropical countries like the Philippines, where the entire supply of cocoa beans is grown, consumption of the finished products because of the difficulty to preserve chocolate in a hot climate.

Even with this difficulty, the Philippine chocolate industry still continues to thrive.

Herbal medicine was already being used by the Filipinos even before the Americans and Europeans introduced to us different pharmaceutical products. But due to the continued rise in cost of commercial drugs, Filipinos are going back to the use of herbal medicines. This shift can also be attributed to the possible harmful side effects of several synthetic drugs.

But, on the other hand, most people cannot tolerate the taste of the decoctions made from these herbs. That is why this herbal chocolate bar, which contains “sambong”, “lagundi” and “pandan”, is a welcome alternative to distasteful formulations.