



Vacuum Dry Product of Toddy Palm (*Borassus flabellifer* Linn.) Sugar Derived from Flower Sap in Songkhla Province

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Abstract

Toddy palm (*Borassus flabellifer* Linn.) is a native palm to grown in the paddy field, which is closely related to daily life of social enterprise i.e. food, dessert, goods, decoration, handicraft and furniture. It is widely distributed in Southern region of Thailand, especially in Singha Nakhon, Songkhla province. Flower sap of toddy palm enriches with sugar to reproduce by heat evaporation, which uncontrolled the homogeneity of heat in the big pan to reveal the brown color from overheat, especially in the extreme velocity when it concentrate. In addition, the profit of sugar derived from natural evaporation product is very low depending on the competition with other communities and other substation goods. A novel dry-form product, branding and packaging design are quickly established as "PALM SWEEZZ" to lift-up the income in premium grade of value-added friendly consumer products. Vacuum dry technology has overcome to produce a dry-form for long shelf life, multi-channel usages, and value-added product. Singha Nakhon Co-Op is a cooperative sector to find-out their premium product derived from a membership to be launch out to customers in several region of Thailand.

Keywords: Branding, Dry-form product, Evaporation, Packaging, Vacuum dry technology