NECTAR OF PITANGA (*Eugenia Uniflora* L.): READY TO DRINK BEVERAGE FORMULATION BASED IN CONSUMER STUDY

Mirian Luisa Faria FREITAS, Helena Maria André BOLINI[1]
Food Engineering School – University of Campinas - UNICAMP. Campinas/São Paulo, Brazil
*email: hellini@fea.unicamp.br

Laboratory of Sensory Science and Consumer Research

INTRODUCTION

Pitanga (*Eugenia uniflora* L.), also denominated "Brazilian cherry" is a little tropical fruit of red color, of the Mirtaceae family, native of South and Southeast regions of Brazil. This fruit has large amounts of carotenoids, especially lycopene, a high concentration of potassium and appreciated sensory characteristics (sweet, sour, bitter and floral flavor).

The objective of this research was to determine the best relation to pitanga´s pulp / water followed by the determination of optimum sweetness in sucrose concentration to formulation of nectar according to consumers.

MATERIAL AND METHODS

Material

✓ Nectar samples with five different concentrations of pitanga´s frozen pulp (20%, 25%, 30%, 35% and 40%) solubilized in mineral water

✓ Nectar samples with five different concentration of sucrose (5.0%, 7.5%, 10.0%, 12.5% and 15.0%)

Methods

✓ 150 consumers for each test

✓ Unstructured just-about-right scale (JAR)

✓ The obtained data were analyzed by simple linear regression between hedonic value and variable concentrations of the pulp or of the sucrose and frequency of distribution to responses in relation to scale

RESULTS

According to the results the consumers considered the sample with 25.0% pulp as the ideal concentration (R^2=87.2 and P<0.05).

The result was utilized as basis for the preparation of samples with five different concentration of sucrose to determine the ideal sweetness.

The concentration of sucrose considered the ideal sweetness was 10.2% pitanga´s nectar (R^2=98.2 and P<0.05).

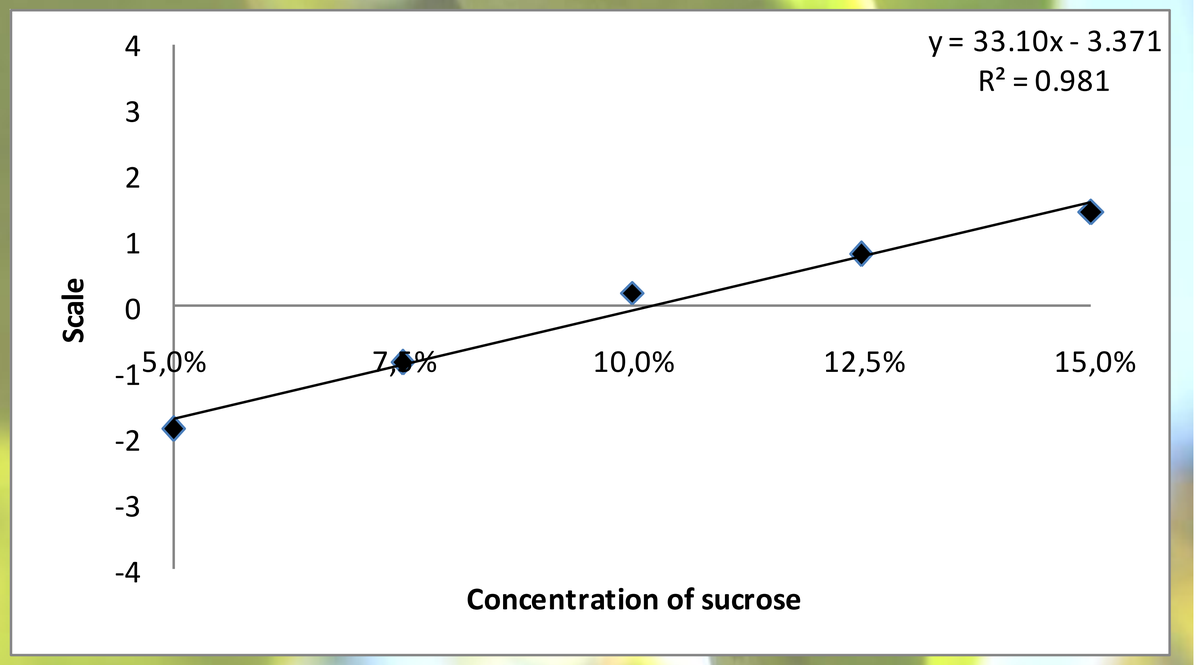

Figure 1. Sucrose ideal concentration to prepare nectar of pitanga obtained with the use of a just-about-right scale.

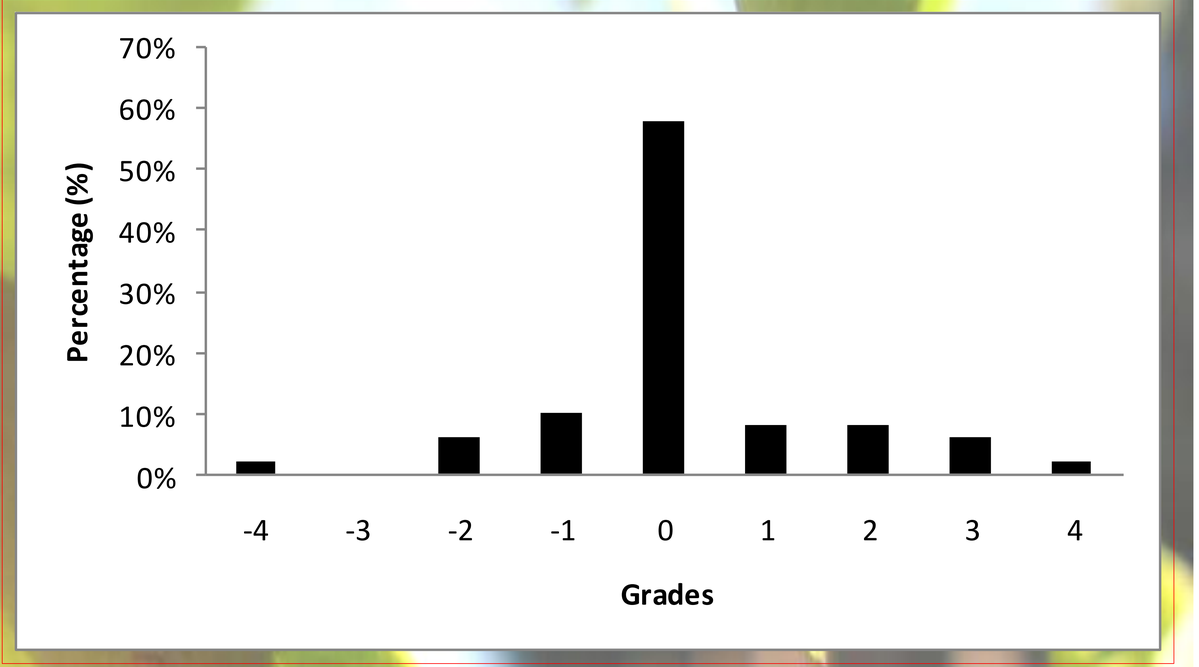

Figure 2. Histogram with the distribution of responses in the acceptance test for brasilian cherry nectar prepared with 10 % sucrose.

CONCLUSION

This information is interesting for researchers and professionals that work with this product, or others with similar characteristics.

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