



## **SUGAR REDUCTION IN FRUIT NECTAR: COMPARISON OF CHILDREN AND ADULTS'S PERCEPTION**

#70421

**[Mayara Lima \(/slaca/slaca/autores/mayara-lima?lang=en\)](/slaca/slaca/autores/mayara-lima?lang=en)**;

**[Gastón Ares \(/slaca/slaca/autores/gaston-ares?lang=en\)](/slaca/slaca/autores/gaston-ares?lang=en)**;

**[Rosires Deliza \(/slaca/slaca/autores/rosires-deliza?lang=en\)](/slaca/slaca/autores/rosires-deliza?lang=en)**

### **Track**

Ciências sensoriais e perfil do consumidor (CS)

### **Keywords**

Sugar reduction, Children, Consumer studies Human beings have an innate preference for sweet products. A cost-effective strategy to reduce sugar intake in the short term is reducing added sugars of processed foods. However, in order to be effective, sugar reduction should not be perceived by consumers. Preference for sweet taste is different in children and adults, which suggests that recommendations for sugar reduction may differ for products targeted at each segment. In this context, the objectives of the present study were to determine children and adults' difference thresholds for added sugar in grape nectar, and to determine their hedonic perception towards nectars with reduced sugar content. Five studies were conducted with 50 children (6-12 years old) and 50 adults (18-60 years old) to determine five sequential difference thresholds of added sugar. In each study, participants completed six paired-comparison tests. Each pair was composed of a reference grape nectar and a sample that was reduced in added sugar from the reference. The added sugar content of the reference in the first study was 10% (similar to commercial products available on the market). Difference thresholds were determined using survival analysis as the sugar reduction percentage that was noticed by 50% of the consumers. The hedonic perception of grape nectar samples with different sugar content was evaluated 100 adults and 100 children.