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Effect of nutritional information of sesame-based corn snacks on consumers' acceptability

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Introduction: In order to increase the demand for foods with high content of dietary fibre and proteins, and the need for new sources of these nutrients, this study investigated the consumers' acceptability of semi defatted sesame cake (SDC) and whole sesame seed (WSS) addition in formulating corn snacks.

Methodology: Four snacks formulations (5%WSS, 10%WSS, 10%SDC, 20%SDC) were evaluated on overall liking acceptability by 120 consumers through 9-point hedonic scales: 1-disliked extremely; 5-neither liked nor disliked; 9-liked extremely. The consumers were divided in two groups of 60 subjects each, where the second group received prior the test a card with information about the sesame nutritional properties. Within each group, consumers were submitted to a cluster analysis using the Euclidean distances and Ward's aggregation method according to overall acceptability scores.

Results and Discussion: It could be found three different clusters of consumers. The first segment (24) among who didn't receive any information, consumers can be considered "liking very much" the snacks added to 5% WSS and 10% DSC. The main difference of second segment (24) was related to their preference for the snack with higher addition of SDC (20%). Among the consumers who received the nutritional information, a greater number of subjects preferred the snack added to 20% SDC: the biggest segment (22) scored all the samples between "liked moderately" and "liked very much" and preferred the snack added to 5% WSS and 20% SDC; the second segment (20) preferred the snack added to 20% SDC to the others, but they "disliked very much" the WSS snacks.

Conclusions: These findings indicated that there was influence on snacks acceptability after the presentation of the sesame nutritional information. The nutritional properties of the product were considered for a higher acceptance scores by the consumers.