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**Development of an acceptable beverage based on “Saracura-mirá” plant**

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*Ampelozizyphus amazonicus* Ducke (Rhamnaceae) is an Amazonian plant popularly known as “saracura-mirá” (SAR) or “cervejinha-de-índio”. It has a very bitter taste and abundant foam presents in the aqueous extract prepared from the bark and roots. SAR is used in folk medicine for the treatment and prevention of malaria, liver disorders, besides its fortifying and aphrodisiac effects. This work aimed to formulate a powdered drink obtained from the SAR according to consumer’s acceptability. The aqueous extract was dried in spray-dryer to result the powdered SAR. In preliminary tests the powdered SAR was added to commercial beverages of different flavours in order to define a best flavour drink (tangerine). The optimum tangerine drink formulation was investigated following a factorial experimental design consisting of 11 trials. The independent variables were powdered SAR and sugar contents, and the dependent variable was the acceptance evaluated in 9-point hedonic scales. The ranges of variables were set by preliminary tests taking account the similar amount of extract consumed by specific Amazonian community. Consumers (67, men and women) aged mainly between 18 to 35 years (67.2%), and physical activity practitioners at least twice a week (73.1%) took part of the study. The research was reviewed and approved by an Ethic Committee. Pareto’s graphic showed the significance ( $p \leq 0.05$ ) of linear terms SAR and sugar, having SAR a negative effect, while sugar a positive effect on overall linking scores, also observed on a surface response image. In order to optimize these proportion, the function ‘desirability’ was performed showing, for a higher acceptability, the powdered SAR and sugar content, for a 750 mL preparation. The results indicate that is possible to improve the bitter taste of the drink and identify an adequate content of added SAR and sugar for the development of an acceptable beverage based on this medicinal plant.

Keywords: *Ampelozizyphus amazonicus* Ducke, powdered drink, acceptability