SENSORY DYNAMIC PROFILE AND STUDIES WITH CONSUMERS: DETERMINATION OF PREFERENCE IN MILK DRINK PREPARED USING SWEETENER STEVIA REBAUDIOSIDE WITH DIFFERENT CONCENTRATIONS

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Abstract
This project proposes the comparison and acceptance of a chocolate milk sweetened with sweeteners with the same sweetened with sucrose, analyzing the preference and purchase intent of consumers.

Key words: Sweeteners, sensory analysis, chocolate.

Introduction
Consumers are increasingly being aware of the importance of a healthy diet with regards to sucrose intake. As a result, dairy products like chocolate milk are going through some changes by the integration of sweetening agents. For the implementation of sweetness, it is necessary to have a presentation of pleasant sensory characteristics with the sweetness similar to that of sucrose. The only way to evaluate the acceptability of a sweetener is by applying sensory analysis. Hence the information that can be obtained from such studies is important.

Results and Discussion
1. Sweeten five samples of chocolate milk with different concentrations of sucrose in order to analyze the optimum sweetness with 111 examiners
2. Usage of a sample with the optimum sweetness found and other 5 samples with different concentrations of sweeteners to evaluate the consumers acceptance with 118 examiners
3. pH analysis
4. Color analysis
5. Triangular tests with guarana soda in regular and diet versions for selection of examiners for time-intensity analysis
6. Analysis of time intensity through the system collection time intensity data program with 15 examiners selected.

According to 111 examiners the value 6.5% was found to be the optimum sweetness. From the acceptance test, it was possible to determine that regarding the appearance, due to the fact that all the samples were made homogeneously, and have the same amount of chocolate, not much difference was found. Regarding the aroma, flavor, texture, overall impression and purchase intent, sucrose showed the best results.

Image 1. Purchase Intent - Rebaudioside A. 40%

Image 2. Regression Graph between sucrose concentration and consumer response.

Conclusions
According to the examiners, the preference for sucrose sweetened chocolate milk is due to the unwanted bitter after taste of some sweeteners. The most accepted sweetener was the stevia rebaudioside A 40%.

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