ACCEPTANCE OF FERMENTED ANCHOVY FILLETS (*ENGRAULIS ANCHOITA*) AND THE PROSPECT OF ENTERING THE BRAZILIAN MARKET

NÁDIA CARBONERA¹, JULIANA M. LATORES¹, MARINA L. MITTERER-DALTOÉ¹, MARIA I. LOHFELDT², LAURO S. PASTOUS-MADUREIRA¹, MILTON L. P. ESPÍRITO SANTO¹, MARIA I. QUEIROZ¹. Federal University of Rio Grande – FURG, Eng. Alfredo Huch Street, 475, 96203-900, Centro, Rio Grande, Rio Grande do Sul, Brazil. National University of Mar Del Plata, Funes Street, 3050, Mar del Plata, Argentina².

Foods are evaluated according to individual preferences that vary from person to person, and principally, the cultural factor, where a region influences the eating habits of individuals. The study aimed to assess the acceptability of fermented anchovy fillets aiming at future insertion of the product in the market. Anchovy fillets were fermented from 4 different treatments by the concentration in NaCl and glucose added, described as follows: A (1% NaCl - 4% glucose), B (1% NaCl - 6% glucose), C (1.5% NaCl - 4% glucose), and D (1.5% NaCl - 6% glucose). At first, the preferences of fermented anchovy fillets obtained by the different treatments were assessed, applying an ordering test of 76 Brazilian consumers. The samples were prepared in the form of pizza. The results indicated the fillet fermented with addition of 1% NaCl and 6% glucose as the preferred with a 5% level of significance. In the second stage, the preferred fermented steak was subjected to Argentines consumer acceptance, who have the habit of consumption of such product, by using a 9-point hedonic scale, resulting in an acceptance rate of 79.7 %.