The consumers search for health products and benefits has attracted new market trends. The use of whey, a by-product of high nutritional value associated with the use of probiotics also fits current trends in food market. Therefore, this study aimed to assess the viability of two probiotics (Lactobacillus acidophilus and Bifidobacterium animalis) of a fermented dairy beverage using whey and instant coffee and the sensory acceptance during the 28 days of refrigerated storage (4°C). The probiotics count was performed using MRS agar supplemented with maltose (L. acidophilus) and lithium chloride and sodium propionate (B. animalis). The plates were incubated at 37°C/72 h under anaerobic conditions. Acceptance test was performed with 120 consumers, whereby the overall aspect of the product was evaluated by a hedonic scale of nine points. The results showed that the beverage kept the number of viable cells, as required by Brazilian law, for L. acidophilus (10⁷ - 10⁸ CFU/mL) throughout the storage period, whereas the viability of B. animalis (<10⁵ CFU/mL) occurred only up to 21 days of storage. The sensory test carried out in each of the five times of storage demonstrated that the product presented good consumer acceptance relative to overall aspect. Thus, the coffee dairy fermented beverage can be used as a new product to carrier probiotic bacteria.

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