“Diet” food include those for diets of controlled intake of sugars. Sweeteners are substances other than sugars that give a sweet taste to food. The whey protein concentrates are products of serum containing 25-90 % protein. Ice creams are obtained from an emulsion of fat and protein, rich in vitamins A, B1, B2, B6, C, D, E, K and minerals like calcium and phosphorus. The aims of the study were the development and evaluation of the effect of addition of whey protein concentrate, milk powder and sweeteners in the physical-chemical characteristics of diet strawberry ice cream. The formulations were called whey protein concentrates and stevia (F1), sucralose / acesulfame (F2), saccharin / cyclamate (F3), fructose (F4) and whole powder milk without sweetener (F5). Physical and chemical analyzes were made in triplicate. The results were subjected to analysis of variance (ANOVA) and Tukey mean difference at 5 % with the aid of the Assistat-7.6 Beta. We observed significant differences between the products only for attributes: ash ranging from 1.17 % to 1.38 %, fat from 6.8 % to 8 % and protein from 0.83 % to 1.41 %. For the other components analyzed all formulations were considered statistically similar considering the moisture ranged from 74.21 % to 74.85 %, the ESD from 14.15 % to 19.25 %, the EST from 22.15 % to 25.79 %, the acidity from 0.081 % to 0.084 %, the reducing sugars from 7.3 % to 9.02 % and non-reducing sugars from 18.93 % to 19.29 %.

Apoio: Frimesa, Alibra, Sooro, Kerry do Brasil, Candon Aditivos Alimentares, UTFPR, UFSC.