THE EXPERIENCE OF DEVELOPING A FOOD IN BRAZIL AND ADAPTING IT TO THE VENEZUELAN CONSUMER

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Nowadays the discriminating consumers demand ready food due to the lack of time they have to cook their own, but ready food must be palatable and attractive for the consumers of every location. The key to success are the aromas, flavors and the rest of the selected ingredients. In this study it was planned to develop a food with ingredients originated in Brazil but adequate to the Venezuelans preferences. A market research supported the decision of producing an instant mix to make corn cake, home-made style, an innovation for the Brazilian and Venezuelan markets. A series of corn cake recipes were developed, applying the “All - In”method, using the emulsifiers, aromas and flavourings developed for this product by the company Duas Rodas. The instant mix that produced the corn cake with better quality in flavor, aroma and texture was selected among 9 semi-trained disputants. Next, its acceptance was determined among Brazilian consumers and a hedonic scale method, comparing it with 3 leading brands of the Brazilian market. In Venezuela the acceptance was evaluated among consumers (7 and 72 years old), with a non-structured hedonic scale and a JAR (Just About Right) scale. The evaluated attributes were a corn aroma, presence of corn granules, color and flavor. Also, the cake’s texture profile was determined using a Texture Analyzer TA-XT2i. The results demonstrated the feasibility of obtaining an instant dry mix to cook a corn cake with a high acceptance both in Venezuela and in Brazil.

Key Words: Cakes, Sensory Analysis, JAR, Sweet Corn.