SENSORY EVALUATION OF WHITE AND WHOLE GRAIN PAN BREADS FROM THE BRAZILIAN MARKET

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There is growing acceptance of whole grain breads by consumers, but many still prefer to buy white breads without fibers. The objective of this study was to evaluate the sensory acceptance of different white and whole grain pan breads available in the Brazilian market. Sensory acceptance trials were carried out with six commercial pan breads, 3 white and 3 whole grain, by 121 non-trained panelists of both sexes, from 18 to 50 years. A 9 cm non-structured hedonic scale, ranging from "like very little" to "liked very much" for appearance, aroma, flavor, texture and overall impression was used. A purchase intention test was also carried out with the use of a 5-point structured scale, ranging from "would definitely not buy" to "would definitely buy". The frequency of consumption and some preferences were questioned. Of the panelists, 57.8% were female and 72.7% eat white bread 2-7 times a week. The three most important factors for purchasing were taste (19.6%), tenderness (16.8%) and validity (14.3%). 37.2% said they prefer white bread and 62.8% prefer bread with fiber. About buying a white bread with fiber, 92.6% said they "would probably" or "certainly" buy the product. In the acceptance test, in relation to texture and taste, two breads were rated lower than the other breads. The samples were rated similar in appearance and aroma. Internal Preference Mapping showed that a white bread was a more accepted. The development of a white bread with fibers shows a way to increase fiber intake by the population.