DEVELOPMENT AND SENSORY EVALUATION OF FERMENTED PROBIOTIC MILK WITH AÇAI PULP

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Face of the growing demand for healthy foods appear on the market many innovative products. Açaí (Euterpe oleracea) is a fruit native to the Amazon region. It has great interest due of its sensory characteristics and high nutritional value consisting of fiber, protein, fats, vitamins and minerals and has also high antioxidant potential. The aim of this work was to develop probiotic fermented milk added with Açaí pulp and perform the sensory evaluation. The fermented milk (FM) was obtained using starter culture containing L. acidophilus, Bifidobacterium BB-12 and S. termophilus. To the fermented milk were added three Açaí pulp proportions, LF-10: adding 10%, LF-12: adding 12%, and LF-14: adding 14% açaí pulp. The sensory evaluation was performed with untrained panel sensory (n=40), through acceptance tests with hedonic scale by evaluation the attributes of color, flavor, texture and overall acceptability, and buying intention test, and statistical analysis of the results. Results of the acceptance test indicate that only the overall impression differ significantly (p≤0.05) between samples, and LF-12 had more acceptance. The purchase intention test indicate that 47.5% of the panelist would purchase the LF-12 and 32.5%, 20% would choose by LF-10 and LF-14, respectively. In conclusion, it can be said that fermented milk added açaí is market attractive, with chances of success. Thus, the use of açaí 12% added in fermented milk is the formulation most recommended.