ATTAINMENT AND CHARACTERIZATION OF CARROT FLOUR (*Daucuscarota* L.) AND USE IN THE DEVELOPMENT OF ENRICHED BREAD


The flour production has a high variability for the food industry, especially in bakery products because they are rich source of starch and minerals. This work aimed to use the peel and pulp of carrots (*Daucuscarota* L.) for the production of flour and use it in partial replacement of wheat flour for making bread. The study was conducted at the Center for Humanities, Social and Agricultural Federal University of Paraíba. The carrots were screened, washed and soaked in a solution of sodium hypochlorite. Then were sliced and dried in oven and crushed. The loaves were manufactured by the conventional method (sponge method) described by the AACC (2000). Carrot flour was added in the amount of 7% in partial replacement of wheat flour. Were performed physicochemical analyzes of carrot flour: lipids (13.22% ± 1.71), crude protein (7.35 ± 0.39%), acidity (13.28% ± 2.40), glucose (12.64 ± 2.16%), starch (66.1% ± 3.34), total carbohydrates (42.6% ± 10.53), pH (5.28 ± 0.44%), water activity (0.47% ± 0.01), moisture (10.07% ± 0.44) and ash (6.35% ± 0.18). For sensory analysis, were used 50 untrained panelists where the attributes of appearance, aroma, flavor, texture and overall test and purchase intent were evaluated. For the evaluation of the sensory analysis in all attributes, the acceptence of the product was over 80%. The replacement of wheat flour with carrot flour in bread production did not impair sensory acceptability of the product, which makes possible its use in the preparation of several types of bakery products.