SENSORY EVALUATION AND PHYSICO-CHEMICAL ANALYSIS OF ENERGY DRINKS: COMPARISON BETWEEN TRADEMARKS AND PACKAGING FOR ACCEPTANCE OF ITS CONSUMERS


Energy drinks have acceptable sensory characteristics to a large number of people and they provide a greater amount of energy, through their active ingredients. Due to these characteristics, college students are a strong target public. Currently, this type of drink is sold in tin cans and in polyethylene terephthalate (PET). This study aimed to make assessments of sensory and physico-chemical properties of four different energy drinks, as well as checking consumer acceptance on selling of product in PET packaging. Cans of 250 ml and 473 ml of energetic drinks of brands A and B were used, respectively, whereas PET bottles of 2 L and 250 ml of brands C and D were used, respectively. The following analyses were made: pH, acidity, soluble solids, as well as affective sensory test in the hedonic scale with 94 tasters and market research with 90 students. Through the evaluation of the physico-chemical analysis, it was observed that the drinks bottled in PET showed similar results, when compared to cans. The sample D brand, sold in PET did not differ significantly from cans in the sensory test with significance level of 5%. Most students surveyed (86%) claimed that would consume energy drinks in PET packaging. The most important item on the purchase of energy drinks for this audience is the price, however most of them would pay a higher price for an energy drink packed in a can.