

P112 **Brazilian citizen an consumer attitudes an preferences regarding broiler breast PSE meat**

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The objective of this work was to verify whether Brazilian consumers discriminate the broiler PSE breast fillets from normal and determine your preference, either in point of purchase (fresh) or after cooking. The PSE fillet samples were characterized by a pH=5.61 and an L\*=59.26, compared to control samples with a pH=5.96 and an L=49.24, respectively ( $p \leq 0.05$ ). In addition, the WHC (water-holding capacity) values in control samples were 14.50% higher, cooking loss was 30.92% lower and shear force was 65.41% lower compared to the PSE samples. The PSE samples were identified by consumers (untrained panelists) as paler, and the preference was for the control samples. Among the attributes of cooked samples, such as tenderness, flavor and juiciness, only flavor was significantly different ( $p \leq 0.05$ ). Control samples presented higher acceptance values ( $p \leq 0.05$ ) by the consumers.