

## Soybean: Better taste for higher consumer acceptability

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Soybean beverages have recognized potential in the market as they can achieve consumer's needs for specific products, which can be due to the lactose intolerance or even for those who look for healthy foods, including cholesterol free ones. Although soy products are traditional to the West population, they are not always accepted by Brazilians due to sensory limitations. Several studies have been carried out to improve such limitations, including processing alterations, flavouring addition - comprising the formulation of beverage added of fruit juices, rice flour or Brazil nuts. The development of varieties without the enzyme lipoxygenase, which is one of the responsible for the referred unpleasant sensory characteristics, is also an important alternative to overcome such flavor limitation. The vegetable-type soybean, which is known as *edamame*, can be a healthy option as an appetizer. This talk aims at focusing on these approaches and will mainly present the results achieved by Embrapa Food Technology and Embrapa Soybean, which are working together on studies designed to provide soy products with better flavour to consumers and, consequently, higher acceptance. Soy beverages prepared with the lipoxygenase-free BRS 257 and BRS 213 varieties, as well as conventional ones were evaluated by consumers in terms of their liking to investigate whether the new varieties yielded more accepted beverages. In a second study, the effect of soy processing on consumer acceptance was also taken into account when the beverages prepared with soymilk powders were used. The goal of the third study was to investigate the acceptance of soy beverages by sportsmen added of different flavourings, in a fitness center scenario, and processed using conventional soy grains. Results have demonstrated that the experimental beverages were more liked than the commercial products available in the market. This result revealed the important role the processing conditions played on the beverage development. Other experiments considered the production of a beverage with soybean and rice flour, and soybean and Brazil nut. The addition of the rice flour yielded a more liked beverage regardless of the percentage of the cereal. The soymilk added of 40 and 30% of Brazil nut milk had higher acceptance than the control beverage. Finally, it is worth to mention the special soybeans which are consumed as grains, and have mild flavor and an adequate acceptance. Results from all studies have shown that the consumption of soy products by specific group of consumers may be a promising alternative for those who look for more natural and healthier choices.

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