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**Evaluating the impact of changes along the salmon sushi chain: The usefulness of ultra-flash profiling**

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This work aimed to evaluate the impact of salmon fillet obtained in different storage conditions, and used as raw material for the sushi preparation on the sensory attributes. Consumer perception was evaluated using the Ultra-flash profile (UFP) methodology. Salmon fillets in different storage conditions: fresh, (I, recently acquired, 0°C), fresh (II, leftover of I, 0°C/24 hours, II), frozen (III, 96 h/ -18°C), frozen (IV, leftover of III) and (V, repetition of III) were evaluated by 19 sushi consumers, 12 females and seven males, aged 22 -45. Orange color and brightness (appearance), salmon and rancid (aroma and flavor) and softness and fibrousness (texture). Generalized Procrustes Analysis (GPA) explained 91.1 % of the variability in two dimensions, separating the frozen samples (III, IV, V) from the fresh ones (I, II). Frozen samples were associated to fibrousness, while fresh samples were associated with salmon flavor and aroma as well as orange color, whose descriptors had relevant correlation coefficients in two first dimensions. Although the vocabulary generated by UFP presented useful, it is presented limited. Other consumer methodologies as well as a study with trained panel are welcome.