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Using comment analysis to describe sensory attributes of probiotic yogurts

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The performance of Comment Analysis (CA) was assessed for determining consumer characterization of prototype probiotic yogurts (with different concentrations of glucose oxidase, a potential oxygen scavenger; GOX1 and GOX2) and commercial probiotic yogurts available in Brazil (PC1, PC2, PC3, PC4). A consumer test (n=50) was carried out and participants expressed their likes (L) and dislikes (D) towards samples, being compulsory to make at least one comment for sample. In addition, the sensory profiling of probiotic yogurts was obtained through quantitative descriptive analysis (QDA) using 10 trained assessors. Texture and acid taste were the most cited terms for likes for both prototype and commercial yogurts while for dislikes, GOX1 and GOX2 were described as strawberry taste and sweet taste, while PC1, PC2, PC3 and PC4 the most recurrent terms were also texture and sweet taste. Global Chi-square test ($X^2=2.244$, $p=0.52$), indicated that consumers used similar terms for describing the samples. However, Chi-square test per cell revealed that GOX1 and GOX2 obtained less texture (D) citations than while the commercial products obtained less strawberry taste and pink color (D and L, respectively, PC1), sweet taste (D, PC3) and texture (L, PC2) mentions. Correspondence analysis explained 79.2% of the variability in the first two dimensions, putting in opposite sides the categories along the first axis. Rv coefficient obtained with QDA was 0.814 suggesting the information provided by both methods were similar.