

**Title** A consumer sensory approach to support the development of a fresh fruit drink based on blueberry

**Author** I. Endrizzi, F. Biasioli, G. Pirretti, L. Giongo, F. Gasperi, G. Gallerani and D. Calò

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### **Abstract**

Juices obtained by squeezing fruits without pasteurization treatments represent a promising technique to preserve the true flavor of fresh fruit and, at the same time, its nutritional value. We propose the application of consumer science techniques to support the development of a new line of healthy drinks based on blueberry with appealing sensory characteristics and rich in natural antioxidants. Five different formulations based on the combination of fresh squeezed blueberry with five different base fruit juices were designed by a focus group of experts and submitted to a consumer test. Consumers (n=142) rated liking on the five juices and completed a questionnaire, aimed at the collection of socio-demographic data, knowledge about berries and healthy diet. Chemical analyses regarding basic compositional parameters and antioxidant capacity were also performed. On average, pineapple and blood orange mixes received the highest acceptability scores and, on the contrary, pomegranate mix was less appreciated except for a small group of test participants. Consumer clusters were identified and characterized using the information collected in the questionnaire.