

#### Abstract:

The aim of this project was to determine important sensory attributes influencing overall appreciation of the organoleptic quality of strawberries and to test rapid methods to objectively measure the quality of the fruits. The overall appreciation of the organoleptic quality of strawberries was mainly influenced by the sensory attributes 'sweetness' and 'aroma'. However, odour, acidity, juiciness and firmness were not related to the appreciation of quality by consumers. The organoleptic quality of strawberries can be objectively measured by analysing the sugar content and probably also by measuring the total volatile compounds. Further investigations are required in order to verify the relation between quality and total volatile compounds of strawberries.