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Effect of jabuticaba (*Myrciaria jaboticaba* (Vell) O. Berg) and jamelão (*Syzygium cumini* (L.) Skeels) peel powders as colorants on color-flavor congruence and acceptability of yogurts

Daniela De Grandi Castro Freitas-Sá, Raquel Claverie de Souza, Manuela Cristina Pessanha de Araujo, Renata Galhardo Borguini, Luzimar da Silva de Mattos, Sidney Pacheco, Ronoel Luiz de Oliveira Godoy

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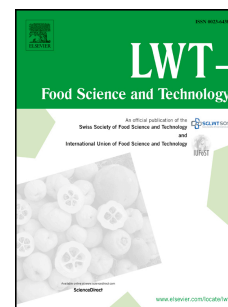
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Abstract

Jabuticaba and jamelão are fruits native to Brazil whose peels are rich in anthocyanins being a potential source of natural pigments for food industry. This study investigated the cross-modal interactions of color on flavor's perception and consumer acceptability of yogurts colored with jabuticaba and jamelão peel powders. First, 106 consumers performed a color-matching task with four fruit flavors variants and eight colors including non-colored and synthetic colorants. Subsequently, 95 consumers tasted samples and rated on a 9-point hedonic scale how much they liked each sample, besides to mark, among seven flavor variants, the one that most corresponded to the taste of each yogurt. Results revealed that use of jabuticaba and jamelão peel powders in yogurt added a positively valence confirmation of consumer expectation for fruit flavors such as berries, plum, strawberry, jabuticaba and grape. The resulting color of yogurts added of synthetic and peel powders colorants were differentiated by consumers who matching fruits that comprise, respectively, red-pink and blue-purple hue values separately. Consumers also used their popular knowledge about the way of consumption of jabuticaba to make their flavor associations. The expectation generated by yogurts' colors affected directly consumers' hedonic responses.

Keywords

Cross-modal interactions; consumer perception; natural pigments; Myrtaceae

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