

Consumer acceptance of new strawberry vinegars by preference mapping

Ubeda C.

Callejón R.M.

Troncoso A.M.

Morales M.L.

Consumers' acceptance of new strawberry vinegars was evaluated, and trained panellists described their sensory profiles. Four strawberry vinegars, three produced from puree and one from cooked must, were evaluated jointly. Due to obtaining the highest percentage of consumer acceptance, cooked strawberry must vinegar was considered to be the best. This vinegar stood out in general impression, raisin, and liqueur attributes. Internal preference maps confirmed a higher acceptance level for the strawberry vinegars over commercial vinegar. External preference mapping, obtained by PLS2 analysis, revealed that the main sensory attributes driving consumers' preferences are raisin, toasted caramel, spicy, and liqueur aroma. ©2017 Taylor & Francis Group, LLC.

Acceptability

Descriptive sensory analysis

External preference mapping

Internal preference mapping

Strawberry vinegar

Fruits

Mapping

Sensory analysis

Acceptability

Consumer acceptance

Descriptive sensory analysis

Preference mappings

Sensory attributes

Sensory profiles

Strawberry vinegar

Acetic acid