ABSTRACT

The purpose of this project was to develop frankfurter sausage; "Dietary fiber, Beef-Chicken sausage". First, the basic formula, sausages were evaluated by Just About Right (JAR) and 9-point hedonic preference method with 30 untrained panelists. This formula should increase spices content. Liking range of panelists was ranged from slightly liking to moderately liking in all attributes (6.24-7.02). Second, sausages were prepared with 4 variations percent ratio of beef and chicken content, i) 80:20, ii) 60:40, iii) 40:60 and iv) 20:80 and evaluated by 9-point hedonic preference method. Sausages with 60% beef : 40% chicken was selected because of higher preference score in overall liking attribute. The third objective was to study and select suitable modified starches for developing sausage as potato starch (control), modified starch (SM), modified starch (EL) and whole wheat flour (WW). EL was selected because of higher score in cutting; first bite, springiness and juiciness attributes. Fourth objective, varying fat content along with the addition of dietary fiber, as fat percent (15% and 30% of chicken fat); dietary fiber types (AQ and PA) with their percent (1% and 2%). 9-point hedonic preference method, texture analysis profile (TPA) and color analysis were determined for 8 samples. AQ provided the higher preference score than PA in some samples such as 1%AQ-30% fat (overall spices flavor and overall preference) or 2%AQ-15% fat (almost attributes except cutting attribute). Last, consumer survey was conducted for 102 consumers who ever consumed sausages. For consumer texture and taste were the most important factors in decision making to purchasing sausages. 98% consumers accepted dietary fiber, Beef-
Chicken sausage with 60 baht (4 pieces per pack) by 34% of consumers and 97% of consumer would like to buy this product if available in market. For rating the product that use 9-points hedonic preference method, consumers moderately like Dietary fiber, Beef-Chicken and higher rating rank for attributes were hardness, overall liking and cutting; first bite respectively.