

## Abstract

The study was aimed to formulate the Pad Thai Puff. Puff pastry dough formula was adjusted by decreasing the amount of puffin margarine from 60% to 40% in the formula to reduce oiliness of the product. For the Pad Thai stuffing, JAR test was carried with untrained test panelists and resulted in adjusting 3 attributes – sweetness, dried shrimps and garlic chives. The obtained Pad Thai formula from the adjustment composed of 4.7% vegetable oil, 20.7% dry shrimp, 8.3% finely chopped turnip pickle, 12.4% ground peanut, 10.4 chopped garlic chives, 16.6% chopped tofu, 10.7% egg, 4.1% sugar, and 12.4% Pad Thai sauce. Confirmation test showed that Pad Thai puff was preferred at  $7.8 \pm 0.6$  out of 9-point scale by the test panelists. Consumers acceptance test with general consumers showed that the prototype product was accepted by 96% of the consumers and 91% were willing to buy the product when launched at the price of 80 – 85 Baht per bag which is contained five pieces. The consumers gave the product preference score of  $7.9 \pm 0.8$  out of 9-point scale.