

Abstract

The project was aimed to study a development of herbal ice cream. Three varieties of herb, cinnamon, thyme and oregano, were selected from consumer survey to prepare the ice cream. A group discussion concluded that herbs could affect ice cream flavor and color, thus, coffee ice cream was selected for its less effect from the herb. 0.1% herb from 3 herbs was added to a basic coffee ice cream to prepare herbal coffee ice cream. Three ice cream samples were tested in a 9-point hedonic scale preference test and found that thyme coffee ice cream, receiving scores from 6.5 to 7.2 in six attributes, was significantly different from those with cinnamon and oregano at $p \leq 0.05$. Just-about-right test indicated that 73.3%, 63.3%, 56.7%, 76.7% and 56.7%, test panelists rated color, sweetness, creaminess, coffee flavor and herb flavor at the just right level, respectively. No further adjustment was conducted. Confirming test of the thyme coffee ice cream's prototype formula, containing 56.2% milk, 28.1% cream, 8.9% sugar, 4.5% egg yolk, 1.3% coffee, 0.7% corn starch and 0.1% herb, had received 7.5 out of 9-point scale in color, 7.5 in sweetness, 7.3 in creaminess, 7.6 in coffee flavor, 7.1 in herb flavor and 7.5 in overall acceptance, indicating that it was preferred at moderately like to more than moderately like level. Physical tests showed that the thyme coffee ice cream had 23% of overrun, 130 minutes of melting resistance and high foam stability of 11.57% in 1 hour. Consumer acceptance survey with 100 consumers around Assumption University, Hua Mak campus, showed that the thyme coffee ice cream had a product acceptance of 96%, acceptance price for 55 gram-cup of 21-25 Baht by 43% and buying decision of 95% from the total consumer. Consumers rated the product of 7.1 out of 9-point hedonic scale in moderately like level.