

ABSTRACT

Nowadays people consume more flavored beverage, although the sodium contain per bottle is very little, drink too much beverage can cause different kind of health problem, such as chronic kidney disease. This research was aimed to study the effect of color and flavor on perception and acceptance toward fruit tea flavored beverage with different salt level. OISHI tea products were used as the color reference. There were six flavors including green tea, grape green tea, lychee green tea, watermelon green tea, yuzu green tea and honey melon green tea were produced. The concentrations of salt were equal to commercial level 0.1%, reduced from commercial by 0.1%, 0.075%, 0.05%, 0.025%, and no salt added. Fifty panelists were asked to taste samples and respond the DOD and overall liking questions. The results showed that there were significant effect of flavor and salt, interaction between salt and color, salt and flavor, and interaction between color flavor and salt on DOD score. While liking score were affected by color, flavor, and interaction between color and flavor. Consider within the same color sample, it was found that in green colored beverage there were two flavors (green tea and honey lemon) found significant different of DOD responses when the salt concentrations were reduced. Watermelon, grape, yuzu, and lychee flavored in green sample found no significant different in DOD score as well as liking score. This might imply that the amount of salt might be reduced to 0%. There were four flavor samples found significant changed in DOD responses in yellow colored sample including green tea, grape, yuzu, and lychee. While the liking score of green tea, honey lemon, yuzu, and lychee in yellow samples were significantly different when the concentration of salt were different.

KEYWORDS: salt/ color/ flavor/ beverage/ salt reduction