

### **Abstract**

Bread containing strawberry fruit juice was improved by product development method. The main scope of this study was to develop strawberry bread product by improving quality attributes and approving the final product by sensory evaluation method. Sweet bun yeast was selected to use in bread by higher fermentation power in sweet formula. Varying the amount of strawberry juice, addition of strawberry flavor and incorporation of strawberry jam were operated to improve the product preference. Significant differences in the product preference level were observed. The analytical and sensory data showed that the final product was approved by consumer test ( $p < 0.05$ ).

