

Abstract

The bread stick was developed by addition of Thai style curry to create a new variety of bread in market. The study was conducted starting from a survey on the consumer behavior and preference on bread and varieties of Thai cuisine from addition of Thai style curry. The survey confirmed that the most satisfied bread type was bread stick with three Thai curries - Khieow whan, Laab, and Tom yum. From the screening of the most preferred Thai style curry was Khieow whan flavor, scored the highest in overall liking as 5.84 ± 1.2 . However, the product was rated low on its taste (flavor and aroma) of Khieow whan in the bread stick that was too intense in spiciness and low in sweetness. To improve the product taste, the amount of Khieow whan paste was reduced by varying to 7%, 8% and 9% of total while amount of sugar was increased to 0.83%, 1.67%, and 2.5% of total use. As a result the final formulation of Khieow whan bread stick should contain Khieow whan paste and sugar at 9% and 1.67%, respectively. From 100 consumers used in the consumer acceptance test of the final product, 67% of them had intention to purchase this product if it was launched in a market.

