

Abstract

With an ambition to develop Thai style curry scones by using Thai traditional curry as an ingredient, this study aims to create a new style scone that is accepted from consumers in the markets. First, the study was conducted with a survey on consumer behavior and an opinion on Thai style curry scones. It showed that 67 percent of the respondents had consumed scones before and Keaw-warn curry, Ka-rhee curry, and Mus-sa-mun curry were the top three highest percentage from consumers' opinion for Thai style curry scone. Therefore, they were used to conduct a sensory evaluation and just-about-right test in the development of Thai style curry scone. In the sensory evaluation, there was no significant difference ($p < 0.05$) between three scores of each sample. Just-about-right test showed that Keaw-warn curry and Ka-rhee curry scone needed to be adjusted. In a screening formulation, the amount of Keaw-warn curry was decreased by 10 percent of its original content which had reduced the color of the product. Thus, a green colorant, (Brand, 2013), was added to improve the color intensity. For Ka-rhee curry, 20 percent of original curry was reduced as well as 10 percent of the sugar. In a selection of the most preferred Thai style curry scone for a prototype formula, three Thai style curry scones obtained from the earlier development were tested. It was found that Mus-sa-mun curry scones were the most preferred. Therefore, it was used to conduct consumer acceptance test. As a result, Mus-sa-mun curry scone received an average preference score of 7.6 ± 0.8 , indicating the preference level of moderately like to very much like of the product. With 97 percent of 200 consumers, they accepted the product and would buy it. Moreover, the consumers were willing to buy the product at the price between 20-40 baht per 50 grams weight.