

Abstract

The aim of this research was to develop a purple corn muffin using Thai purple corn (*Zea mays* L. Fancy 111). Purple corn meal was produced by drying purple corn ear at 50°C for 3 days. Corn kernels were separated from the corncob and dried at 50°C for 6 h. The corn kernels were then ground using the grinding machine. Purple corn meal was chemically analyzed for protein, fat and fiber contents. Formulation of purple corn muffin was conducted by using just about right test. Corn flavor and texture of the products were adjusted by using preference tests. The prototype formulation was 19.7% purple corn meal, 13.7% all purpose flour, 13.1% sugar, 36.1% full fat milk, 8.7% butter, 6.6% egg, 0.4% salt and 1.5% baking powder. The product was mostly accepted by the surveyed consumers (88%), with the preference score of 7.4. There was also a potential market for this product with 84% of consumers willing to buy. Moreover, cost of the production was 8.8 baht for one muffin.

