

## **Abstract**

The fiber fortified bread was developed by tea (*Camellia sinensis*) by-products to create a new variety of bakery products. The study was conducted starting from a testing of standard formula by using bran bread formulation as the standard formula, to observe the overall characteristics of final product. Then performed just-about-right test to determine the attributes involve with the product that need to be adjusted. To improve the product taste, there are 3 attributes need to be adjusted including amount of sugar, butter, and tea powder. Those 3 attributes was varying into two levels each, and later performed the hedonic test throughout 2 different trials, one with tea leaves by-product and one with tea stems by-product, resulting in the most preferred formula in each trial (total of 8 formulas in each trial). As a result from the hedonic testing to find out only one most preferred formula for final product, the product using tea leaves by-product and tea stems by-product as the main ingredient got the hedonic score of  $6.55 \pm 1.41$  and  $6.88 \pm 1.38$  respectively. Therefore, the final product of fibre fortified bread is the one that made from tea stems by-product as the main ingredient. From 100 consumers used in the consumer acceptance test of the final product, 88% of them had accepted and intended to purchase this product if it has been launched in the market.