

Abstract

Genmaicha bread was developed as a new bakery product containing Genmaicha, Japanese tea made from green tea and toasted rice. Consumer survey with 100 consumers revealed the top two tea are 40% green tea and 27% jasmine tea and the top two rice are 57% jasmine rice and 23% brown rice, which were selected. Brown rice from Thai jasmine rice, parboiled Japanese, and germinated GABA jasmine rice were chosen for the development of nutty aroma after toasting to mix with two teas. Screening a combination of tea and toasted rice resulted in two combinations, green tea with Thai jasmine brown rice and jasmine tea with parboiled Japonica rice. Standard white plain bread was used as a reference formula to develop Genmaicha bread. Study on an incorporation method of Genmaicha found that mixing ground toasted rice directly with flour was practical and provided constant result. Sensory evaluation select the combination of tea and ground toasted rice showed that there were no significant ($p < 0.05$) differences of the average preference scores for 6 attributes. Nevertheless, the combination of jasmine tea with parboiled Japonica rice bread obtained slightly higher mean scores than bread made from the combination of green tea and Thai jasmine brown rice's. Just-About-Right test for the selected Genmaicha bread on 9 attributes indicated that butter aroma and butter flavor needed to be increased. Varying percentage of butter in Genmaicha bread from 4.1% to 6% had no significant ($p < 0.05$) effect between the treatments mean scores for 10 attributes. However, Genmaicha bread with 5% butter on flour weigh base gained slightly high preference scores in butter aroma, butter flavor and overall acceptance, 6.4, 6.6, and 7.1, respectively. The Genmaicha bread contained 5% butter was selected as a prototype formula in consumer acceptance test. From the consumer acceptance test, the Genmaicha bread obtained 7.0 ± 1.0 score indicated that it was moderately like. Ninety-eight percent of 200 consumers accepted the product with 72% were willing to purchase the product at the price of 35-40 Baht per 500 gm-loaf.