

## ABSTRACT

In the development of Chinese Cereal Bar, the main ingredients were determined by using ranking test and 50 panelists. Formulation of prototype product was performed using just about right test, preference test and 30 panelists. The prototype formulation of Chinese cereal bar composed of Job's tear (140 g), oat meal (140 g), cashew nut (100 g), crispy pork (70 g), dried shrimp (70 g), salt (10 g), sugar (30 g), pork flavor (10 g), red pork flavor (10 g), glucose syrup (15 g), pepper (10 g) and water (60 g). The Chinese Cereal Bar obtained the preference score of texture, appearance, flavor and overall as 7.3, 7.4, 7.4 and 7.7, respectively, which referred to like very much. Moreover, the cost of product is 21 Bath per piece.

