

## Abstract

The screening of formula from 3 different formulas has conducted to obtain a prototype formula. The prototype formula containing 44% sugar, 22% coffee, and 35% vodka has received the highest liking score. Taking this formula to perform Just About Right test, the sweetness and coffee aroma are two factors that need to be solved. The amount of sugar was varied from 40.89%, 42.48% and 43.6%. It was found that 40.89% and 42.48% received equal liking score and 40.89% was selected due to the economic purpose. For coffee aroma, the amount of coffee was varied from 22.87%, 26.42%, and 29.66%. 26.42% and 29.66% were selected, but 26.42 were picked due to the economic purpose as well. The conclusion of the prototype formula is 39% sugar, 26.4% coffee, and 34.5% vodka. The result from the consumer acceptance test showed that 82% of the panelists accepted the product with the overall liking of 6.2, indicating moderate like, and the most acceptable price was 36-50 THB. The final test of comparing our product with Kahlua® original product has shown no significant differences between the two, Kahlua® has received more overall like score of 6.4 to 6.2. The analysis of our product resulted in 22% alcohol, and 47°Brix, and the production cost is 2.8THB per serving (60 ml).