

Sensory Quality and Acceptability of Fresh Juices

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ABSTRACT The study evaluated consumer acceptance of the appearance, aroma, taste and overall acceptability of fresh juices to support the development of fresh juices designed to exploit the sensory characteristics and nutritional advantages of fresh vegetables and to meet the needs of modern consumers, who increasingly buy products to save time, without abandoning a healthy diet. Carrot, wheat grass, and bitter gourd juices were assessed for the total moisture content, total solids, total soluble solids and sensory analysis.