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Assessment of Consumer Willingness to Consume Artificially-Sweetened Roselle Beverage

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Abstract

The use of artificial sweeteners in developing countries is increasing, however, usage for sweetening indigenous drinks such as roselle beverage (Bissap) is limited. In this study, the objective was to assess the acceptability of artificially sweetened Bissap using either sucralose or saccharin, and evaluate consumers' willingness to consume artificially sweetened Bissap. Sensory evaluation by a 44-member panel, revealed that 52.27 % of consumers preferred sucrose-Bissap compared to sucralose- (31.82 %) and saccharin-Bissap (13.63 %), with the major reason given for the preference of sucrose-Bissap attributed to the dislike of the aftertaste associated with using the artificial sweeteners. The major sensory attributes used to describe sucralose-Bissap cloudy/foamy while saccharin-Bissap was described as been bitter in taste.

Keywords: Roselle beverage, sucralose, saccharin, sensory evaluation, consumer acceptability

