

Coffee-Soy Based Beverage: Product Formulation and Consumer Acceptance

**I. FELBERG¹, R. DELIZA¹, A. FARAH², E. SUNDFELD¹, V. CALADO²,
C.M. DONANGELO²**

¹Embrapa Agroindústria de Alimentos, Rio de Janeiro, RJ, Brazil

²Universidade Federal do Rio de Janeiro, Rio de Janeiro, RJ, Brazil

SUMMARY

The objective of the present study was to investigate the consumer acceptance of a coffee-soy based beverage, testing different proportions of instant coffee and soymilk powder. Experiments were designed in order to model sensory responses to obtain the most preferred product using a 2³ factorial design, with instant coffee (2 and 4%), soymilk (7 and 10%) and sugar concentration (8 and 12%) being evaluated for overall acceptability in a hedonic scale. Soymilk powder content did not influence significantly ($p > 0.05$) the consumer acceptance in the range studied. On the other hand, the sugar content had a significant and positive influence ($p \leq 0.05$) in acceptability. The opposite was observed for coffee content, which had a significant negative influence ($p \leq 0.05$). The two most preferred samples had the lowest coffee content (2%) and the highest sugar content (12%), with no statistical difference of the soymilk concentration.