Analysis of Consumers' Sensory Preferences of Nanche (byrsonima crassifolia) Liquor in the South of the State of Mexico.

Erandi TENA, Javier J. RAMÍREZ, Jessica AVITIA, Tirzo CASTAÑEDA
Universidad Autónoma del Estado de México, MX
jaavitiar@uaemex.mx

Abstract

The purpose of this research work is to provide an analysis of consumers' sensory preferences of liquor of a native fruit of the south of the State of Mexico named nanche (byrsonima crassifolia).

Four traditional nanche (Byrsonima crassifolia) liquors from different producers and artisanal and homemade elaboration were sensorially analyzed by three sensorial methods such are 1) hedonic of nine points scale test with consumers, 2) tasting with a specialized panel, and 3) flash profile performed with a previously experienced in sensorial description of alcoholic beverages panel. Specialized and previously experienced panels valued nine characteristics of the samples to conform three phases: visual, olfactory and gustatory. The consumer data was evaluated by means of the HAC (Hierarchical Ascending Classification) in order to find preferences shared among groups of consumers. The evaluation of trained and untrained panel performance was done using PCA (Principal Component Analysis) method and results were interpreted with Preference Mapping technique. The aim of these two panels was to evaluate the characteristics of studied liquor samples. All data was analyzed with XLSTAT 2009.3.02 program. Consumer data analyzed by HAC showed that Tenancingo liquors occupied first and third place in order of preference at hedonic test. Tasting data evaluated by HAC method demonstrated that one Tenancingo liquors was the best qualified by specialized panel. With these results is possible to say that there is not a direct relation between consumer sensory preferences and decrease consumption.