

A Freedom of Choice- Sensory Profiling and Consumer Acceptability of Oil Blends

K. Waghray and S. Gulla

*Food Technology, University College of Technology, Osmania University, Hyderabad,
Andhra Pradesh, India
E-mail: kavitagl@rediffmail.com*

KEYWORDS Consumer Acceptability. Oil Blends. Traditional Snacks. Sesame Oil

ABSTRACT Taking into consideration the regional preferences of the local population to sesame oil, the study was planned to exploit its antioxidant properties and to reduce the high priced demand of the oil. Sesame oil was blended with soyabean oil, ricebran oil, cottonseed oil, palmolein, mustard oil and corn oil in the ratios of 80: 20 and 20:80 and *muruku* (deep fried Indian traditional snack) and *bobbatlu* (shallow fried traditional regional snack) were prepared with those blends. Consumers who were conversant with the factors governing quality of the products and raw oil blends were chosen as sensory panel. The present consumer acceptance trials indicated no strong rejection of an oil blend in comparison with control. In raw oils and in the products made with the blends sesame-rice bran blends of 80:20 and 20:80 and sesame-cottonseed blend of 80:20 and sesame-palmolein blend of 20:80 were significantly better than control.