

NUTRITION AND FOOD SCIENCE

Consumer acceptability of chocolate chip cookies using applesauce as a fat (butter) substitute

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Abstract

Replacing fat in baked goods with fruit or vegetable base ingredients like applesauce would develop aid in the effort of overall reduction of fat intake and increase consumption of fruits and vegetables. The objective of this study was to determine the consumer acceptability of chocolate chip cookies prepared by replacing butter with applesauce. Three recipes were included: 1- Control made according to Nestlé Toll House recipe, 2- Half replacement (HR): made by replacing 50% of butter with applesauce, 3- Full replacement (FR): made by replacing 100% of butter with applesauce. Nestlé Toll House recipe was employed in this study and Mott's applesauce was used for fat replacement. The 9 point hedonic rating scale system was used to evaluate the acceptability of the following sensory characteristics: appearance, texture, color, chewiness, sweetness, moistness, flavor, aftertaste and overall acceptability. Sensory evaluation was completed at North Carolina Agricultural and Technical State University on 35 food science students and employees. Our results showed that HR was very much acceptable, control was between very much acceptable and moderately acceptable, and FR was between moderately acceptable and neither acceptable nor unacceptable for all sensory characteristics. No significant ($P>0.05$) differences were reported in the acceptability of control and HR, whereas FR showed significantly ($P<0.05$) lower acceptability. Among all panelists ($n = 35$): 12, 16, and 7 panelists have chosen control, HR, and FR respectively as the most preferred and most worth buying cookie. In conclusion, applesauce could be an acceptable fat substitute in baked goods, thereby adding health benefits and nutritional value to baked products, and also contributing to the reduction of obesity.

Key words: Applesauce, Fat, Acceptability, Preferences, Sensory characteristic

Introduction

Overweight and obesity are epidemic in many parts of the world. Many countries have shown dramatic increases in overweight and obesity while no developed country is quite as heavy as the United States (Philipson and Posner, 2008). In the United States, 68.3% of adults older than 20 years and 48.1% of adolescents and children younger than 20 years are obese or overweight as of 2007-2008 (Shields et al., 2011). The United States has experienced a significant increase in obesity and overweight between 1980 and 2011 (CDC, 2011; Shields et al., 2011). These increases in obesity and overweight were associated with many chronic diseases including type 2 diabetes, coronary heart disease, stroke, and high blood pressure (CDC,

2011). Much evidence suggests that the increases in obesity and overweight were related to the increases in fat and caloric intake (Cutler et al., 2003; Neuhouser et al., 2004; Philipson and Posner, 2008). Fat is an essential nutrient for human and one of the main food ingredients that play an important role in our food. Ultimately, a high fat diet may lead to an increased risk for numerous health problems such as obesity, cancer, cardiovascular disease, and type 2 diabetes (Cutler et al., 2003; Kafatos and Codrington, 2000; NIH, 2000; Philipson and Posner, 2008). To prevent negative health effects of fat intake, the National Institutes of Health has recommended that dietary fat be reduced from the current 35 – 45% of the total energy intake in most Western diets to below 25 – 30% (NIH, 2000). Therefore, during the last decade, consumers' demands in the United States and other western countries for low fat, reduced fat, and fat-free diets have increased substantially (CDC, 2011; Shields et al., 2011).

To improve the weight status and overall health, many researchers have focused on reducing

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