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Consumers preference of Cova da Beira peach: Preliminary approach

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This is a preliminary approach to evaluate consumers preference and generate sensory information about Cova da Beira peach (“Pêssego da Cova da Beira”), a product that holds Protected Geographical Indication, to include in Quick-Response (QR) codes. This study was focused on evaluating consumer preference between ‘Sweet Dream’ and ‘Vista Rich’ peaches (*Prunus persica* L. Batsch), produced in a conventional orchard in Cova da Beira region (Portugal). For this purpose 60 peach consumers (17-70 years old, 50 % female), were recruited at a local fair and paired comparison/preference tests were conducted. Slices of both cultivars were presented to consumers in two comparison/preference paired tests. Firstly, consumers were instructed to indicate which one was the sweetest and the favourite sample and thereafter they were inquired to choose the sourest and the preferred. ‘Sweet Dream’ was identified as the sweetest cultivar by 87 % of consumers and ‘Vista Rich’ was pointed out as the sourest by 92 %. Regarding preference, 70 % of the respondents were consistent in their answers, selecting the same cultivar in both paired preference tests. Among these consumers, 76 % preferred ‘Sweet Dream’, the sweetest fruit. This preliminary approach generated additional information, based on comparison/preference paired tests, to include in QR labelling: “sweet” (‘Sweet Dream’) and “sour” (‘Vista Rich’).