

# Consumers preference of Cova da Beira peach: preliminary approach



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## Introduction

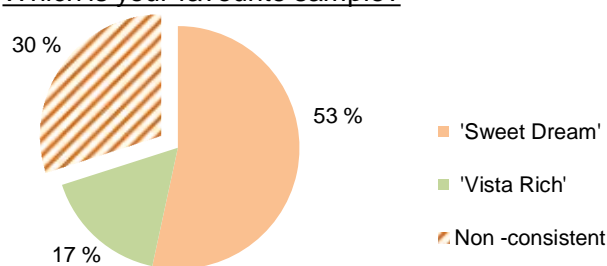
This is a preliminary approach to evaluate consumers preference and generate sensory information about Cova da Beira peach ("Pêssego da Cova da Beira"), a product that holds Protected Geographical Indication, for Quick-Response (QR) codes implementation.

## Material and Methods

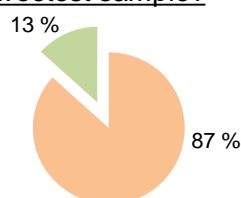
- 'Sweet Dream' and 'Vista Rich' peaches (*Prunus persica* L. Batsch)
- Harvesting in July 2014 – orchard in Cova da Beira region
- Soluble solids content (SSC) and titratable acidity (TA) were analyzed
- Comparison/preference paired tests were performed
- 60 peach consumers (17-70 years old, 50 % female) in a local fair "Amor de Pêssego"

## Results

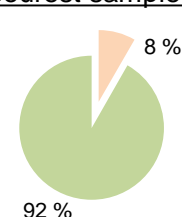
Which is your favourite sample?



Sweetest sample?



Sourest sample?



Cultivar	SSC (°Brix)	TA (g malic acid 100 g <sup>-1</sup> )	SSC/TA
'Sweet Dream'	15.5 0.9	0.42 0.08	37 4
'Vista Rich'	9.9 1.1	0.69 0.12	15 3

Mean value ± standard deviation (n=6)

## Conclusions

In a preliminary approach, additional information to consumers, based on comparison/preference tests, can be included on QR: "sweet" ('Sweet Dream') and "sour" ('Vista Rich').



## Acknowledgments

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