

## Development of fruit jelly containing pomegranate juice and pomegranate peel extract

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**Statement of the Problem:** Nowadays, consumers in the food and beverage market are interested in a trend of healthy lifestyles which has created demand for health oriented products. They have become health conscious. Pomegranate (*Punica granatum L*) is considered as a 'Superfruit' and a food medicine. The principal antioxidant polyphenols in pomegranate juice include the ellagitannins and anthocyanins. Some of these active compounds can be also presented in pomegranate peel. Jelly is the product consumed by consumers of all age groups. The development of jelly as a functional product enriched with active compounds from pomegranate juice and pomegranate could give health benefits to the consumers.

**Methodology & Theoretical Orientation:** GNPD was used to gain insights into trends in product positioning as well as flavours and ingredient trends of jelly products. The survey of consumer attitudes and behaviors was undertaken to measure consumer attitudes and expectations toward soft jelly product. The optimum formulation of the jelly product with pomegranate juice was developed. The molecular gastronomy technique of spherification was used to form alginate beads containing pomegranate extract.

**Findings, Conclusion & Significance:** The benefit of the pomegranate jelly in terms of antioxidant property could be increased by adding pomegranate peel extract in the formulation. Adding pomegranate peel extract encapsulated in alginate beads helped increase consumer acceptance toward the product. The overall liking was like very much and the consumer acceptance increased after the consumers were informed of product's health benefit.

## Biography

Hathairat Rimkeeree is working as an Associate Professor in the Department of Product Development, Faculty of Agro-Industry, Kasetsart University, Bangkok, Thailand. She has studied Product Development from Massey University, New Zealand. At Kasetsart University, she is responsible for teaching Product Development and Consumer Research. Her current research interests are development of food and non-food products from the extract of natural resources.

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