

Sensory Evaluation, Acceptability, and Consumer Insights of Protein- and Fiber-Enriched Foods Tailored for Older Adults: the Diet65+ Project

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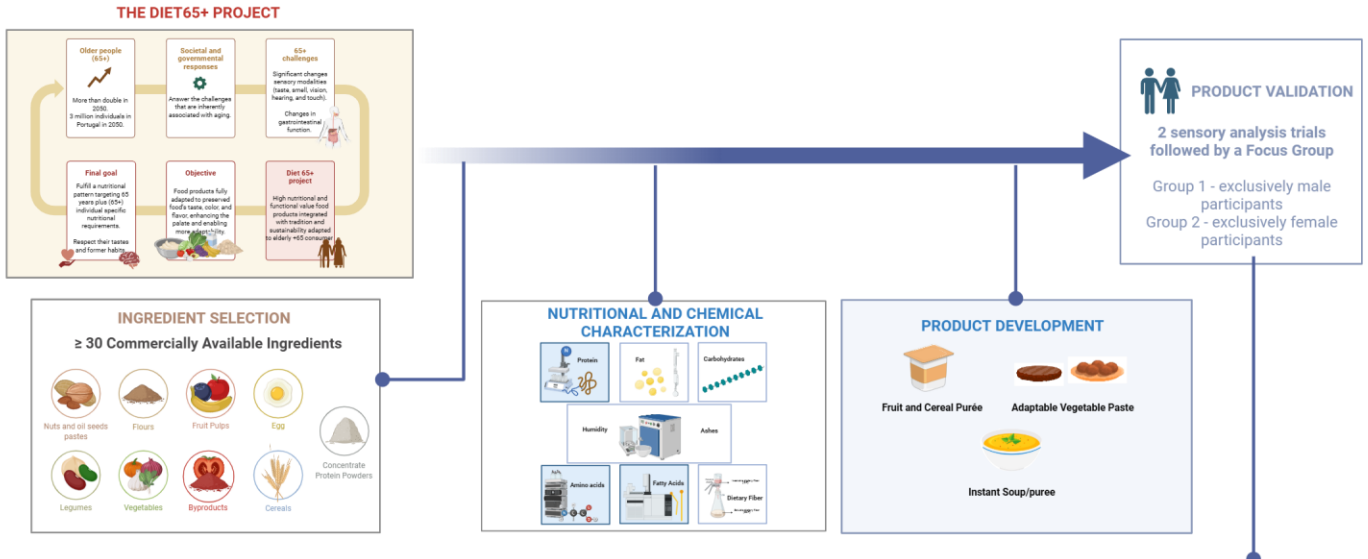
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EXPERIMENTAL DESIGN



Sociodemographic Questionnaire
Mediterranean Diet adhesion (PREDIMED)
Food Choice Questionnaire (FCQ)



Group 1
10 men
(68,00±2,71 years)



Group 2
9 women
(64,33±6,65 years)

6 products

Product	Protein	Fiber	Number of Products tested
Soup/purée	5,41±0,44 g/100 g	6,98±0,72 g/100 g	2
Adaptable Vegetable Paste	5,1±0,14 g/100 g	4,6±0 g/100 g	2
Fruit and Cereal Purée	2,25±0,07 g/100 g	3,3±0,14 g/100 g	2

Sensory Analysis



Focus group



RESULTS

SENSORY ACCEPTANCE: WHAT WORKS AND WHAT FAILS

✓ What works

- Soups:** "Good flavor, wrong texture".
→ Need to be smoother, lighter, more fluid
- Fruit Purées:** "Naturally pleasant"
→ Strawberry flavor wins. Needs a stronger natural fruit flavor, less cereal

✗ What fails

- Moldable pastes:**
→ "Too intense"; "Too aromatic";
"Texture not acceptable"

Key reformulation priorities

- Make soups more liquid and visually brighter;
- Boost natural fruit identity;
- Reduce aroma overload and refine texture of pastes.

FOOD, MEMORY & IDENTITY: WHAT SHAPES ACCEPTANCE

"We eat what shaped us"

- Food preferences are deeply tied to childhood, family rituals and emotional memories.

"Traditional flavors = identity"

- Northern Portugal cuisine (codfish, sardines, roasts, rich soups) is seen as part of who people are
- Strong preference for authentic, simple, slow-cooked, "real" ingredients

"Tradition is at risk"

- Modern lifestyles, speed, processed foods and tourism are weakening culinary transmission

"Holidays keep tradition alive"

- Festive anchors: Christmas = Codfish
Easter = Roast Kid
São João = Sardines



PRODUCTS DEVELOPMENT: THREE STRATEGIC TAKEAWAYS

- High potential** (Soups + fruit purées): align well with sensory expectations when texture/flavor are adjusted
- Needs major re-thinking** (Moldable pastes): Must be redesigned for texture, aroma and overall sensory identity
- Design principle for older adults** "Familiarity, comfort, authenticity"
(products must evoke the flavors, textures and emotional anchors that define traditional eating)