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Comparisons of individual bitterness perception and vegetable liking and consumption among Danish consumers

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Abstract: In order to enhance the consumption of bitter and strong tasting vegetables such as cabbages and root vegetables, it is required to identify potential mediators of sociodemographic-diet relationships. In this context a consumer field study was conducted in Denmark which comprised a semi-quantitative food frequency questionnaire, a bitter threshold value test kit with quinine and a preference test with two samples of carrots differing in the degree of bitterness. All tests were conducted outside the laboratory, and the subjects (n=116, aged 18 to 79) were recruited during two different events at two sites in April and June 2011.

Data was subjected to multivariate data analysis in order to elucidate relationships between consumer bitter sensitivity, vegetable preference, liking and consumption of vegetables together with socio-demographic characteristics. The outcome of the present study indicated a positive relationship between high liking of vegetables in general and high vegetable consumption. Furthermore, it was seen that individuals with low sensitivity to quinine preferred the bitter carrot sample compared to the sweeter carrot sample although this fact could not be confirmed statistically. The present design of the study was validated and prepared for future use.

Keywords: consumer study, brassica, bitterness, vegetable liking and usage rat.

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