

## Attributes Critical to Product Acceptance of Chocolate Peanut Cream by Bulgarian Consumers

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Central location tests (CLT) were conducted for five consecutive days to determine consumer acceptance of chocolate peanut cream. Scales for intensity, just-about-right (JAR) and hedonic ratings were used to measure each attribute evaluated. Consumers (n = 152) were asked to rate the intensities of spreadability, chocolate, peanut and overall flavors, and texture using a 9-point scale. JAR scales were used to evaluate the same attributes as well as aroma; while overall acceptance was assessed using a 9-point hedonic scale. Means and frequencies of each sensory attribute were obtained. Chi-square analysis was used to analyze JAR ratings.

**Keywords:** consumer affective test, central location test, chocolate spread, peanut spread, chocolate cream, just-about-right scales (JAR), intensity scales, hedonic scales

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