

ABSTRACT

Rice (*Oryza sativa*) is a vital food, accounting for one-fifth of all calories humans consume globally. Because of its numerous health-promoting properties, colored rice has become a functional food ingredient. Rice can be consumed in various ways; however, research into rice milk and its applications is still limited. Re.juve constantly expands its product line to more delicious and healthy food and beverage options. One of the projects involves creating cereal-based milk from rice milk to make Horchata, a non-alcoholic Mexican beverage made from rice, cinnamon, vanilla, sugar, and almonds. This study aims to develop a plant-based Horchata beverage and assess consumer preference for the product. Additionally, to determine whether significant differences exist in the physicochemical and sensorial attributes of the two formulations. This study compared two rice formulations for Horchata: brown rice (BR) and red rice (RR). The physicochemical analyses include pH, Brix°, and viscosity, while the sensory analyses include a 5-point hedonic scale (color, aroma, taste, texture) and a preference test. The results showed that different formulations had a significant difference ($p>0.05$) in terms of physicochemical (pH, Brix°, viscosity) and sensory (aroma and taste). However, no significant difference ($p<0.05$) in color and texture existed. According to the preference test, RR was more desired than BR Horchata. All the data obtained was consistent with the author's references and expectations, and there were no deviations from the results.

Keywords: Horchata, Brown Rice, Red Rice, Physicochemical, Sensory