ABSTRACT

The formulation of the vanilla ginger drink relies on red ginger or Zingiber officinale var. Rubrum, which is extracted as a powder due to its wide usage as a spice in beverages and its health benefits. Vanilla ginger drinks, popular in Indonesia, are marketed as refreshing milk-based drinks combining vanilla and ginger flavors in liquid form. However, to improve efficiency in terms of time, space, and human resources, the liquid benchmark product was transformed into a powdered formula, offering easier to prepare, longer shelf life, easier storage, and enabling anyone to prepare the drink. The study will utilize the physicochemical analysis of pH, Brix, color, and viscosity of different vanilla ginger drink products and hedonic test to know the consumer acceptance on appearance, texture, taste, odor, and overall liking for the sensory analysis. The ANOVA analysis or Kruskall-Wallis test to compare between the products and determine if there are significant differences in sensory and aiming to assess the powdered formula's consumer acceptance compared to the benchmark. The sensory test results indicated that although there were significant physicochemical differences between the samples, the consumer acceptance remained similar. This suggests that the formulation using different ingredients can still result in a product that is equally acceptable to consumers. Proper experimental design, including larger sample sizes and controlled testing conditions, is important to obtain reliable results.

Keyword(s) *: Beverage Development, Powdered Drink, Ginger, Vanilla, Sensory*