

UF | IEAS

UNIVERSITY *of* FLORIDA

Potential of using HLB-tolerant Sugar Belle® in Orange Juice Processing and Effects on Consumer Preference

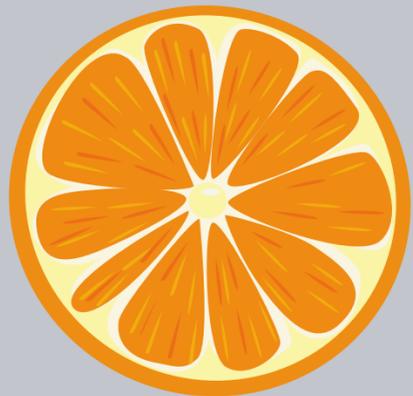
Funding



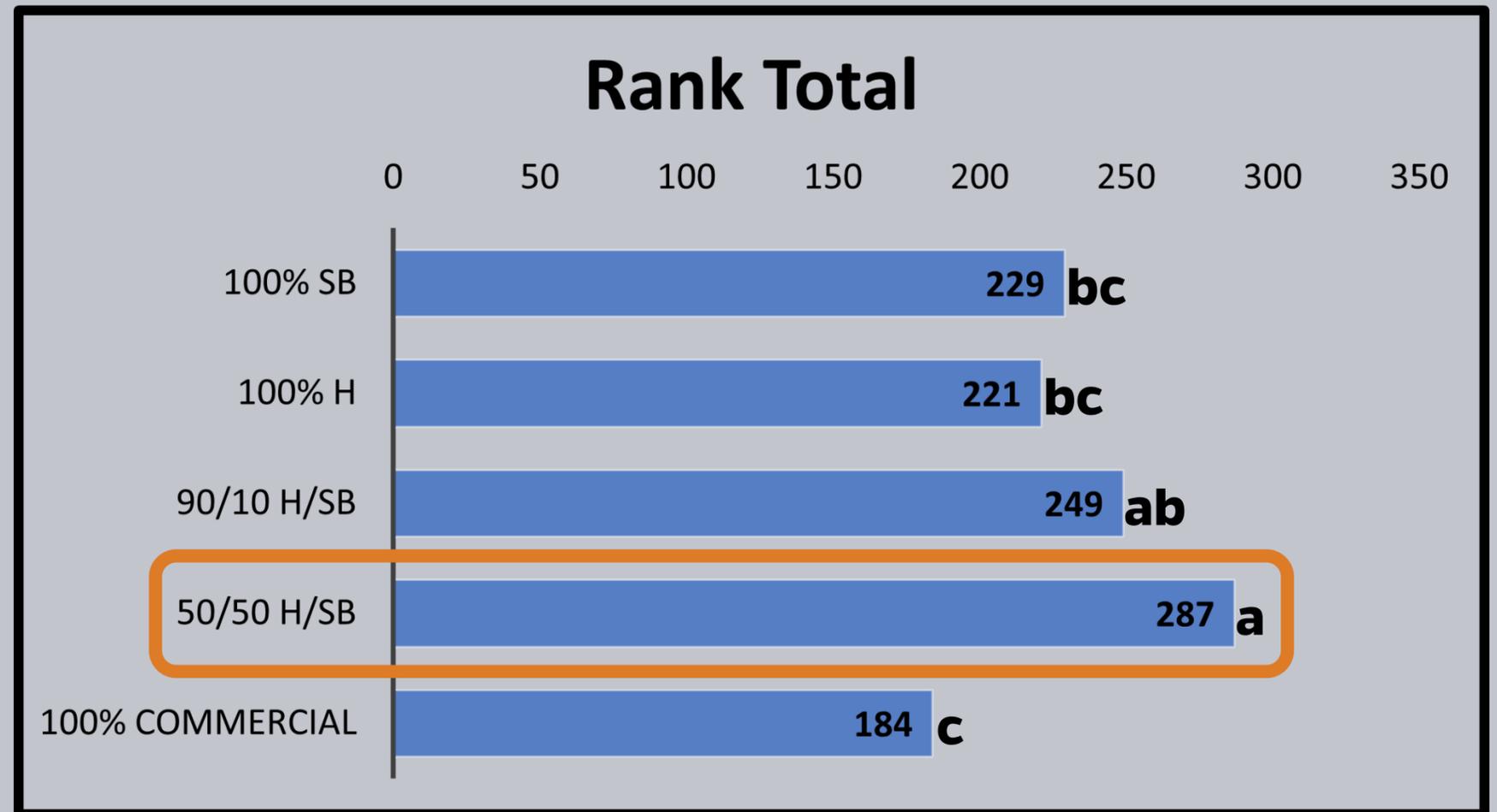
Citrus Research and
Development Foundation, Inc.

Consumer Preference

A consumer panel preferred 50% Sugar Belle®/50% Hamlin juice blend



**50% Sugar Belle®/
50% Hamlin**



*The higher score means higher ranking.

* Different letters within groups indicate significant differences ($p < 0.05$).

Consumer Preference

Consumer purchase intent for 52 fl oz of sample juice

Significant intent to purchase 50/50
Hamlin/Sugar Belle® at \$2.99,
higher than commercial juice of
\$1.99.



Consumer Preference

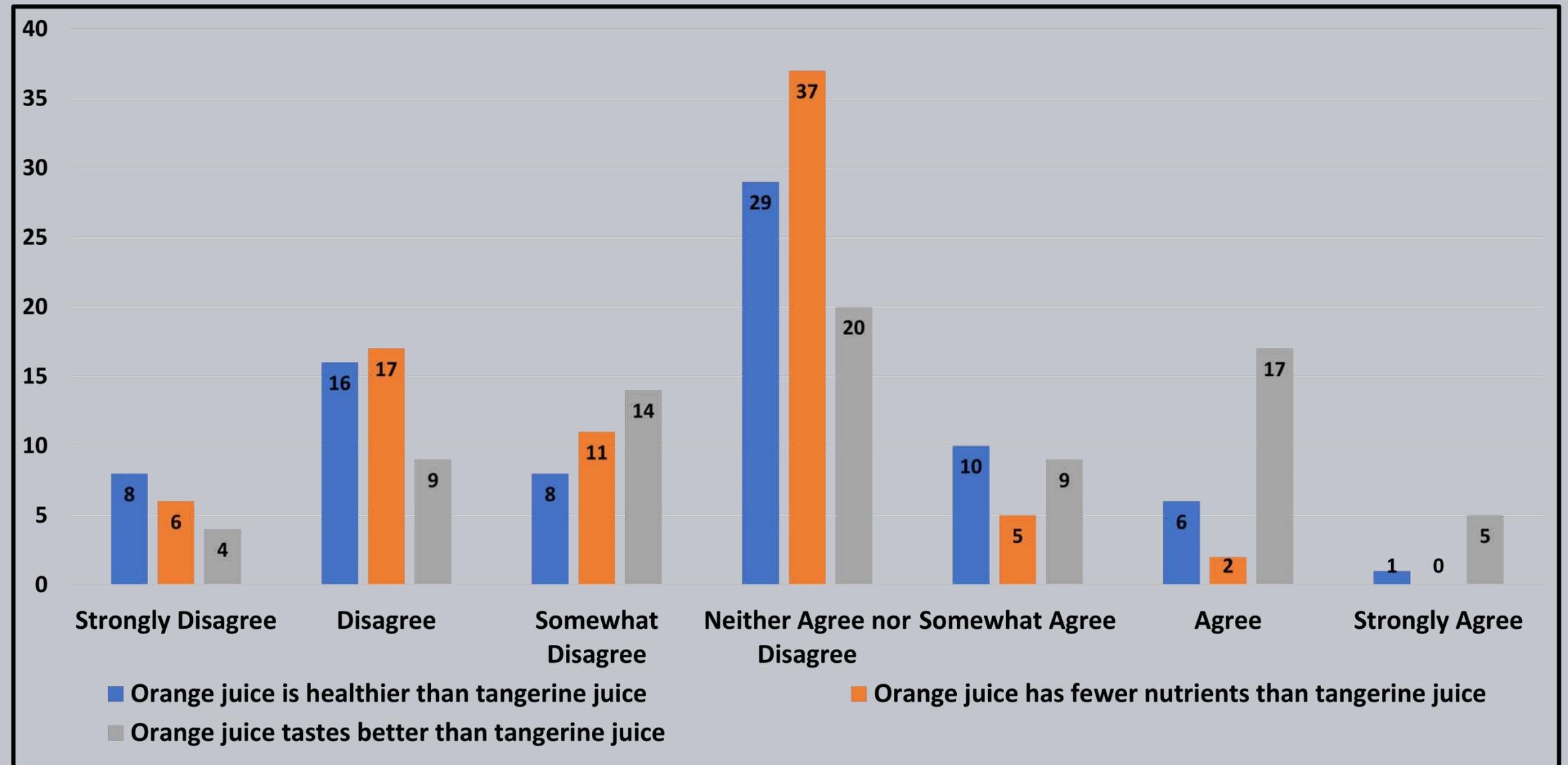
Potential consumption of Tangerine/Mandarin Juice

- Tangerine/Mandarin fruit is currently consumed more frequently as **fresh fruit**
- Substantial consumers who never consume Tangerine/Mandarin juice could be potential consumers.



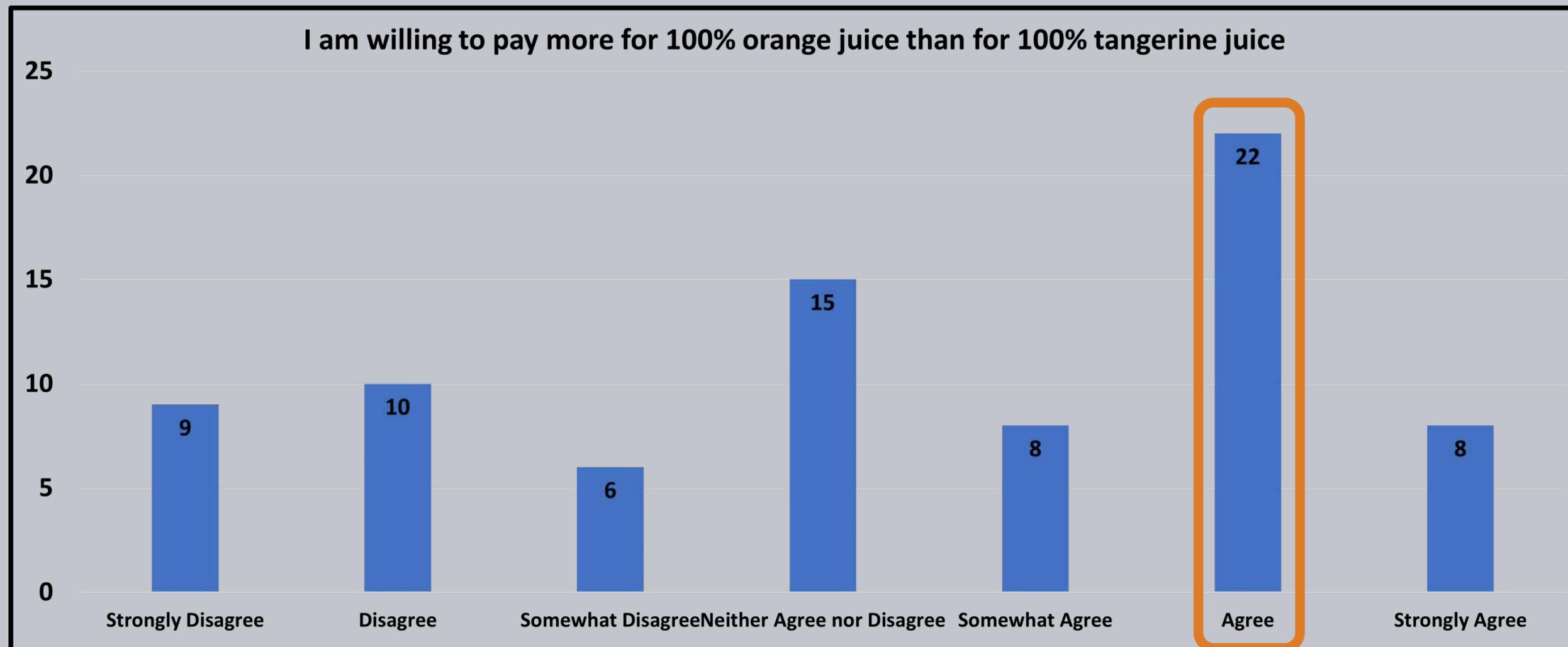
Consumer Preference

100% Tangerine juice has great potential in juice quality recognized by consumers



Consumer Preference

100% Orange juice is still recognized with **higher price** than 100% Tangerine juice.



Consumer Preference

Hard to find Tangerine juice in market;
potential market share!

