

UF | IEAS

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

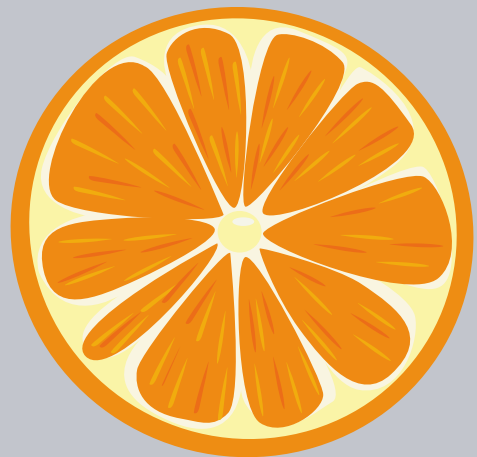
Funding



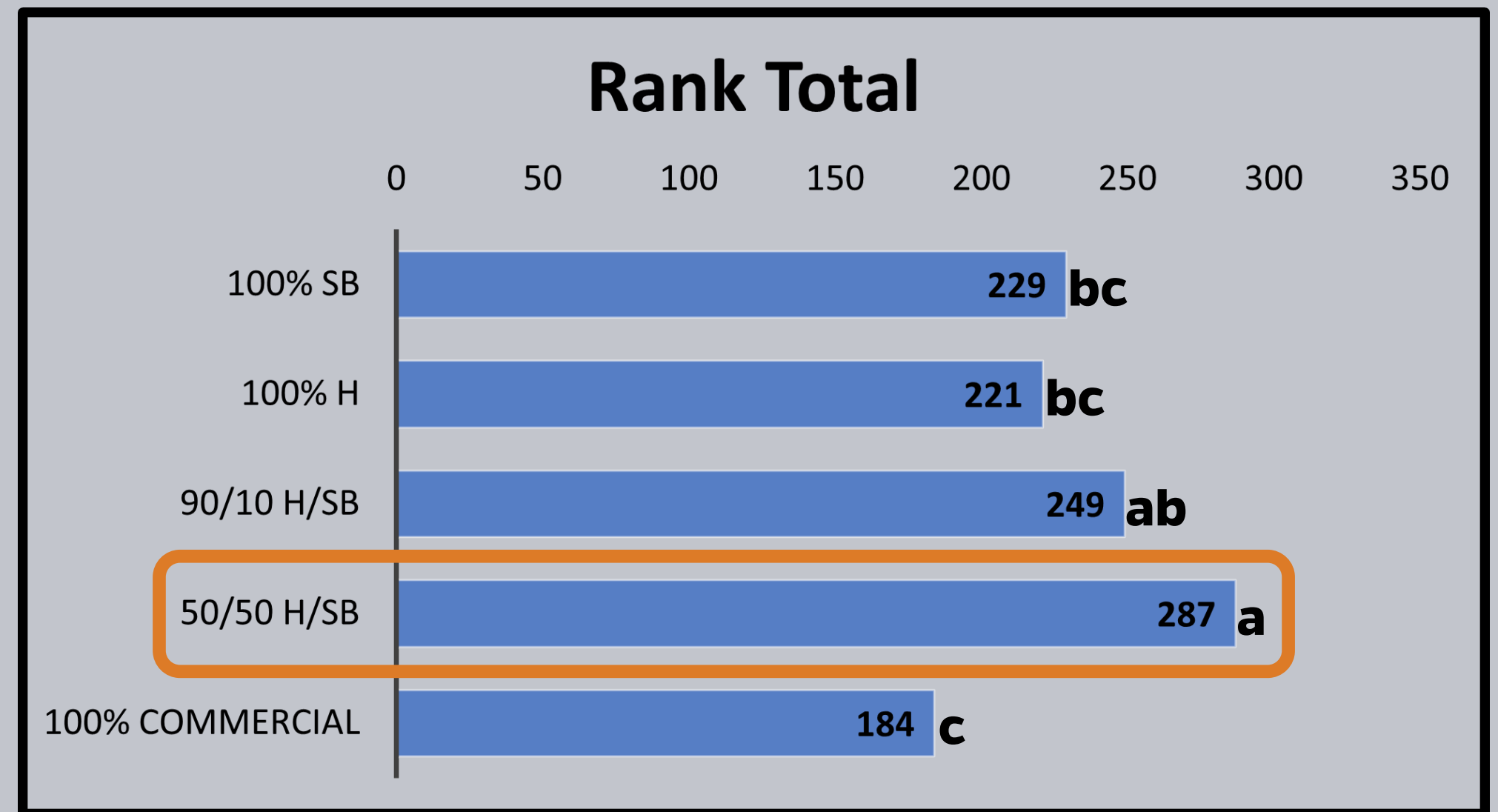
Citrus Research and  
Development Foundation, Inc.

# 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

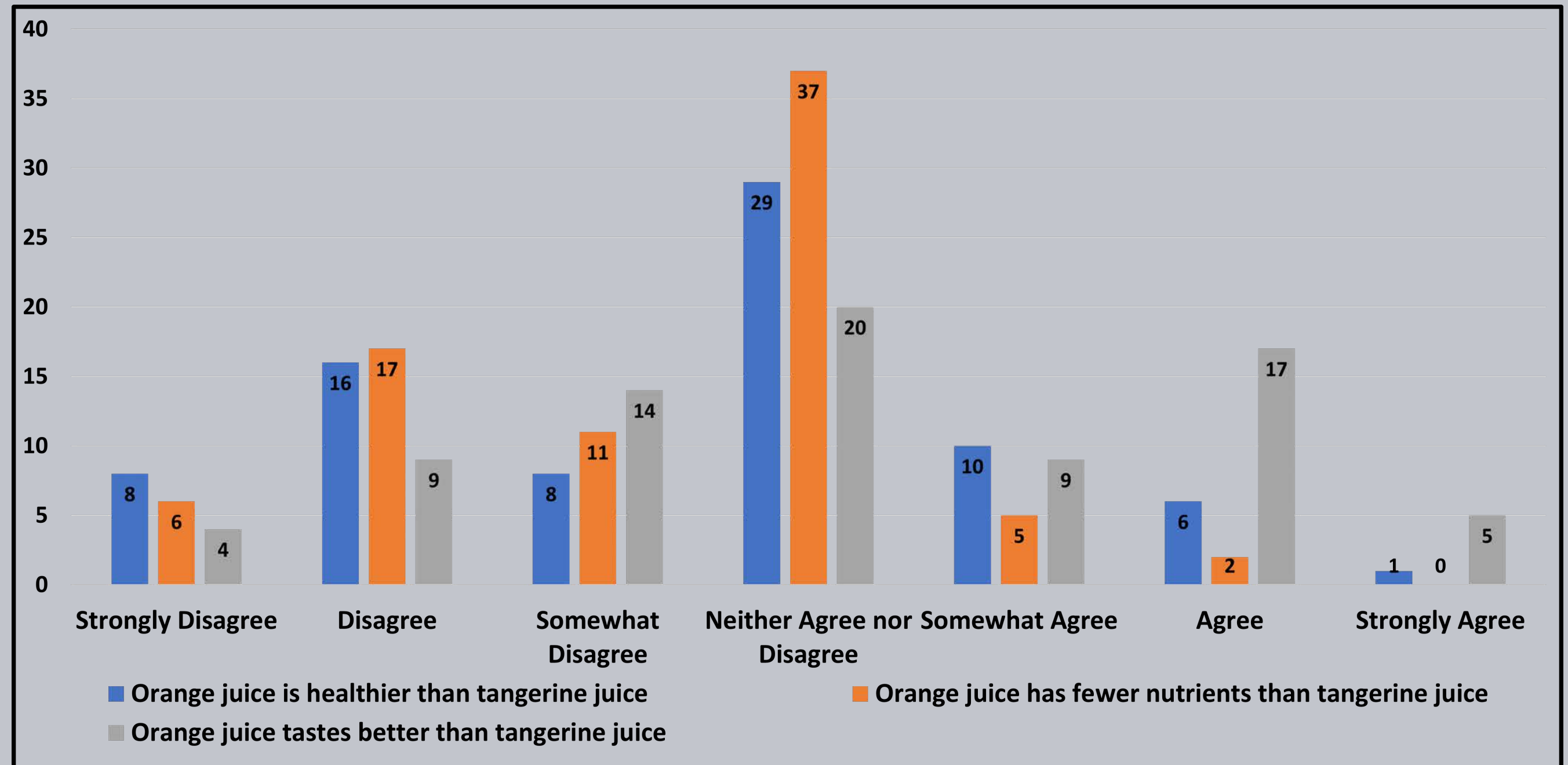
## Potential consumption of Tangerine/Mandarin Juice

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



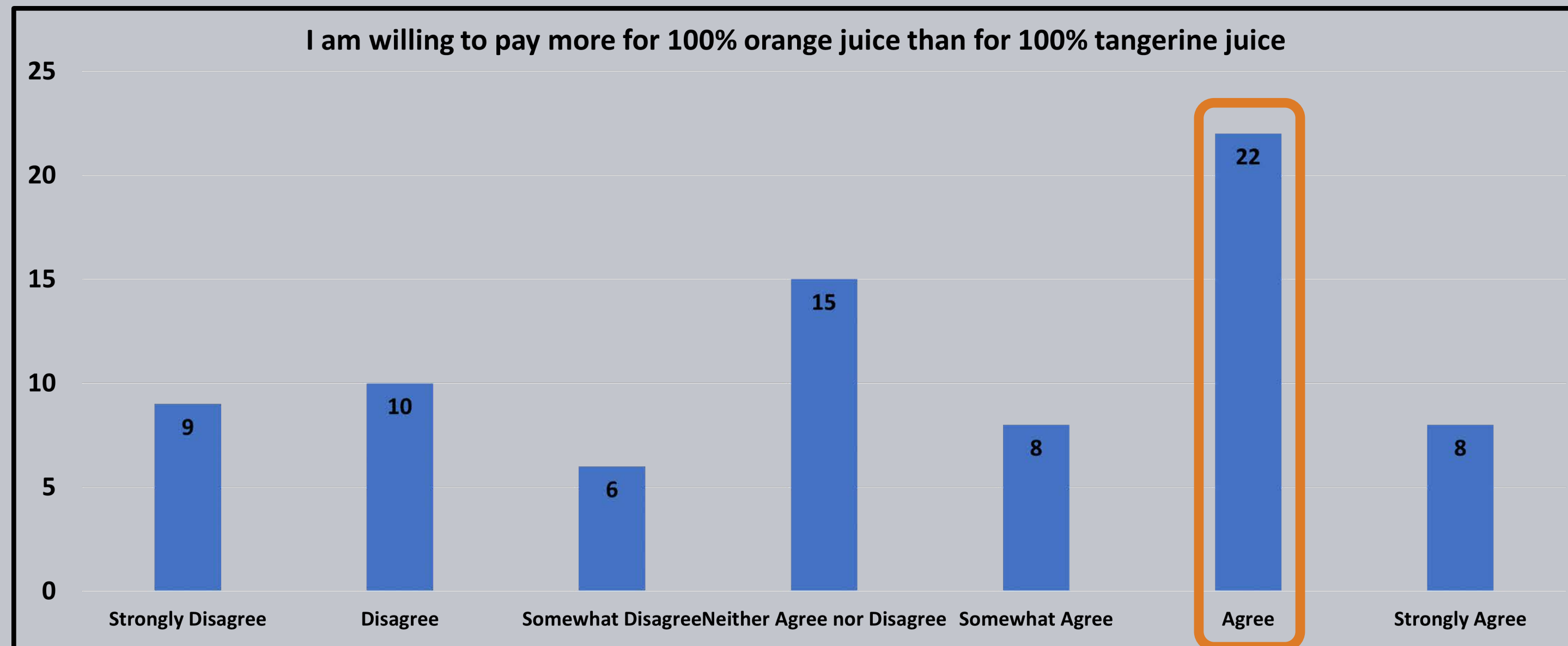
# Consumer Preference

**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!**

