PUBLIC SCREENING TO ASSESS
TODAY’S FOOD CHOICE IN GERMINATED SEEDS

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Abstract: To get the actual status of people understanding and acceptance of “healthy foods” and these products status on the market we test the public reaction to simple wheat flakes and musli. This test was accomplished by means of a public screening between the consumers. At the end of it, hedonic tendency in food choice was clearly demonstrated. The musli product was appreciated more than the simple flakes, so 5% of the persons questioned found simple flakes to be excellent whereas 46% of the persons questioned found musli to be excellent. Lack of “sugar” and aroma were the main critics brought in case of simple flakes by the majority of respondents. This shows the lack of interest for the nutritive aspect. Now more then ever it is in consumer’s habit to judge products by their look and taste rather than the healthy aspects.

Keywords: food, seed, germination, flake, musli

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