

ABSTRACT

AFFECTIVE TESTING ON THE SEVEN MOLES OF OAXACA

The purpose of this study was to develop and replicate a consumer acceptable mole (mo-lay) sauce based on the seven moles of Oaxaca, Mexico. A focus group was used to determine if all seven moles were equally preferred by the panelists. The results were analyzed using Friedman-type statistics to determine if a significant difference existed between samples. When a significant difference existed, Fisher's LSD rank was used to determine which samples significantly differed at $\alpha = 0.05$. The statistical results indicated that Mole Verde, Mole Rojo, and Mole Negro were the top three preferred moles. A consumer acceptance test determined the overall acceptance of each mole sauce among clientele from the Rue and Gwen Gibson Farm Market at California State University, Fresno. A 9-point category hedonics scale was used and the statistical results indicated that the top three mole sauces as chosen by the focus group were all liked $\geq 75\%$ of the time when using a consumer acceptance test. A consumer preference test was then used to determine which of the three mole sauces were the most preferred. The results were analyzed using Friedman-type statistics to determine if a significant difference existed between samples at $\alpha = 0.05$. When a significant difference existed, Fisher's LSD rank was used to determine which samples significantly differed. The statistical results indicate that Mole Negro was the most accepted and preferred mole sauce and will be considered for larger scale up and availability for sale at the California State University, Fresno Farm Market.

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