

# Consumer Acceptability of Muffins with Flaxseed (*Linum usitatissimum*)

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**ABSTRACT:** Flaxseed has recently gained attention as a functional food. The effect of adding flaxseed (7.3%, 11.6%, and 15.5%) to muffins on consumer acceptability was evaluated by a focus group, hedonic scoring, and food action rating scale (FACT). The majority of consumers (82.6%,  $P < 0.001$ ) rated the control muffin (0 % flaxseed) higher than the flax muffin for appearance, color, flavor, texture, overall acceptability, and food acceptance. Flaxseed muffin (11.6%) was "neither liked nor disliked" to "liked slightly" in overall acceptability. This may have been accounted for by the observation that many persons aged 18 to 25 y did not think they needed to consume "health foods." This "indifferent" and in some cases "negative" attitude toward the flax muffins, which they considered a "health food," may have influenced the ratings the flax muffins received. Texture and flavor were strongly and positively correlated ( $P < 0.01$ ) to overall acceptability. A flaxseed muffin provided at least 16% fiber of the daily recommended value.

**Keywords:** flaxseed, functional food, muffin, hedonic scoring, FACT scale