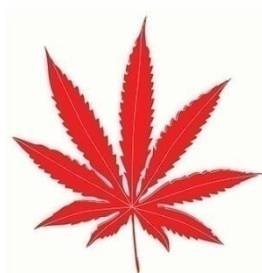




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Conference Abstract



SENSORY AND NUTRITIONAL EVALUATION OF NACHOS FORTIFIED WITH FRESH AND DETANNINATED POMEGRANATE PEEL POWDER

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ABSTRACT

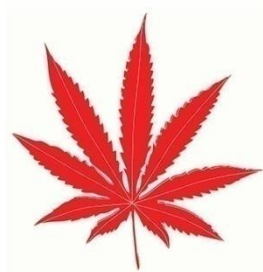
Pomegranate (*Punica granatum*) peel is a nutritive, antioxidant rich byproduct, easily available after production of pomegranate juice. The present study is undertaken to know the nutritional importance of value added nachos as a functional food containing fresh and detanninated pomegranate peel powder. This study aimed to develop a functional food from locally available raw material confers the advantage of value addition. This is carried out by incorporation of Pomegranate (*Punica Granum*) peel in nachos (a type of snack). One of the major uniqueness of our product is that we are using not only economic and competitive ingredients but also waste food product having no preservatives and additives. The core ingredient is wheat flour and maize flour. Pomegranate peel is used. As pomegranate peel is rich source of dietary fiber, antioxidant, bioactive compound which can be used for fortification and production of functional food at very low cost. It also improves color, texture, appearance of product. The prototype that demonstrate validity of the concept and idea is shown in the food expo occurred in our university, in Dice conference 2018 Faisalabad and also in 3rd invention to innovation summit 2018; for which we designed our product and get good response. The use of pomegranates wastage not only produce nutritive functional food but also play important role to utilize industrial waste as the raw material for other industries

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and solved our economical and pollution problem. It also boosts local industry to produce new product at very low cost. The principle reason for the production of functional food with waste and its introduction to the local market are current population growth and health trend. There is a very good scope to suggest good functional food prepared with waste which is very nutritious and tasty along with very low prices; In fact, market is waiting for it. The competitive advantages of our product are significantly superior to other products or incrementally better. The product is suitably made for the niche market; the consumer is well defined (with the concern of their health, value the product mostly).and we consider the product is strong enough to gain the launch of a startup enterprise.



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