

# **An Attempt to Enhance Sensory Attributes of Flaxseed Oil by adding Evening Primrose Oil**

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Results from consumer studies confirm that sensory properties of the product are nowadays the key issue while choosing food products. As the consumer demand is growing, companies try to create innovative products by improving basic sensory attributes and increasing their health promoting properties.

Recently cold-pressed oils are becoming increasingly popular which in turn tempt producers to produce and distribute these products. Among most preferable is oil from flax which seems to be a rich source of alpha-linolenic acid, lignans, soluble fibre and protein, all of which have positive effects in disease prevention.

Although scientific evidence supports flaxseed consumption, many people are still unaware of the benefits provided by this product and its possible applications in the production of foodstuffs. One of the reasons is low consumer sensory acceptability of linseed oil.

The aim of undertaken research was to enhance the sensory properties of flaxseed oil by adding different doses of evening primrose cold-pressed oil. Evening primrose oil proved high antioxidant properties and revealed pleasant, mild taste and odour accepted by consumers.

The study showed that addition of evening primrose oil to flaxseed oil increased consumer taste and odour preference. On the other hand, oxidative stability was lowered with greater addition of evening primrose. In order to find the optimal composition of oil mixture the Respond Surface Methodology was implemented.