

Abstract

Research Title : Development of Standard Recipes of Thai Food in Taling Chan District, Bangkok.

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Objective of this research is to develop standard recipe from raw material in the area of Taling Chan District by surveying and by researching information in Taling Chan District to choose raw material to be used in developing standard recipe consisting of home-grown vegetable, Cavendish banana, barracuda mango, dragon fruit and garcinia dulcis. This is because these plants can grow easily and can produce products throughout the year to be developed to be 5 standard recipes ie barracuda mango ice cream, dragon fruit ice cream, cavendish banana ice cream, garcinia dulcis jam and cucumber salad cream yogurt.

Nutrition value of barracuda mango ice cream, dragon fruit and cavendish banana consists of humidity, fat, protein, carbohydrate ash. Energy gained from fat and total energy are at 60.00 – 62.00 grams, 9.00 – 11.00 grams, 2.00 grams, 0.50 – 0.60 grams, 24.00 – 28.00 grams, 83.00 – 103.00 kilocalories and 198.00 – 208.00 kilocalories respectively. Garcinia dulcis jam consists of humidity, fat, protein, carbohydrate ash, energy gained from fat and total energy are at 43.49 grams, 0.40 grams, 0.15 grams, 0.26 grams, 55.70 grams, 3.60 kilocalories and 227.00 kilocalories respectively. For cucumber salad cream yogurt consists of humidity, fat, protein, carbohydrate ash, energy gained from fat and total energy are at 79.98 grams, 2.19 grams, 3.66 grams, 1.13 grams, 13.04 grams, 19.71 kilocalories and 89.51 kilocalories

Then bring the product from the study on the consumer's acceptance towards food package by considering usage of real material from the market, color, design, symbol in order to serve market benefits in various aspects and found that most consumers accepted the product of barracuda mango ice cream, dragon fruit ice cream and cavendish banana ice cream at 94 – 100 %, garcinia dulcis jam is at 80% and cucumber salad cream yogurt is at 82% by considering nutritional worthiness of the product of barracuda mango ice cream, dragon fruit ice cream and cavendish banana ice cream is at 90 – 96%, garcinia dulcis jam is at 84% and

cucumber salad cream yogurt is at 96% and the design of the package is interesting for product of barracuda mango ice cream, dragon fruit ice cream and Cavendish banana ice cream is at 98–100 % . For garcinia dulcis jam and cucumber salad cream yogurt are at 68%. Also most consumers made decision to buy the product of barracuda mango ice cream, dragon fruit ice cream , cavendish banana ice cream, garcinia dulcis jam and cucumber salad cream yogurt at the price of Baht 25.

Keywords : Standard food recipe, nutritional worthiness, consumer's acceptance and area of Taling Chan District.