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26 have been considered. As the obtained results show, not only was microwaved puree
27 preferred by consumers but it also exhibited a superior maintenance of the nutritive and
28 functional properties of the fruit, smaller colour changes and a content of inactivated
29 enzymes and microorganisms equal to or greater than the conventionally heated sample.

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31 **Keywords:** Consumer perception, bioactive compounds, enzymes, microorganisms,
32 microwave heating, conventional heating.

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36 1. INTRODUCTION

37 One of the most relevant trends in food manufacturing has stemmed from the recent
38 increased demand for convenient, easy-to-preserve and health-promoting foods (Elez-
39 Martínez et al. 2006). The development and optimization of novel food preservation
40 processes seems to be a successful means of addressing consumer expectations, leading
41 to the industrial sector showing a greater interest in exploiting new technologies
42 (Señorans et al. 2003).

43 Bearing in mind the important role which the organoleptic characteristics of food
44 play in the quality perception of a product, sensory assessment must be considered as an
45 essential tool to help guide any modification of the food processing step, taking great
46 care of what consumer expectations are and what information positively affects their
47 decision to purchase (Di Monaco et al. 2005). However, to date, there still seems to be a
48 need for sensory analyses that focus on the impact emerging technologies have on the
49 consumer acceptance of processed products (Da Costa et al. 2000).

50 Microwave heating (MW) presents commercially proven applications with which to
51 preserve fruit and vegetable products (Salazar-González et al. 2012). This technology
52 could potentially replace conventional heat processes for some specific purposes,
53 overcoming the slow heating rates found in conventional canning operations of thick
54 materials (Awua et al. 2007) and offering the possibility of obtaining safe, stable and
55 superior quality products (Salazar-González et al. 2012). However, as the currently
56 published information on the consumer acceptance of microwaved products is both
57 scarce and inconsistent, it has to be said that there is still a gap in knowledge concerning
58 the fundamental understanding of the effects of MW when applied to food. In this
59 regard, in-depth sensory research work is considered that could relevantly contribute to
60 increase the knowledge of how MW affects food quality and, perhaps, to expand its use

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61 on an industrial level. Some of the few studies dealing with the sensory assessment of
62 microwave processing applied to different food products have been conducted by Igual
63 et al. (2013), Benlloch-Tinoco et al. (2012), Huang et al. (2007), Gerard and Roberts
64 (2004), Guan et al. (2002), Valero et al. (2002) and Fathima et al. (2001), using
65 different approaches to achieve their purpose. Triangle differentiation tests were
66 employed by Gerard and Roberts (2004) and Igual et al. (2013) to compare the sensory
67 properties of some fresh and microwaved apple juice or microwaved, conventionally
68 heated and fresh grapefruit juice, respectively. Benlloch-Tinoco et al. (2012) and Huang
69 et al. (2007) carried out a descriptive analysis of the sensory properties of a kiwifruit
70 puree subjected to several microwave treatments and a microwaved green tea compared
71 with a conventionally heat processed one. Guan et al. 2002, Valero et al. 2002 and
72 Fathima et al. 2001 evaluated the impact of microwave processing on the consumer
73 acceptance of shelf-stable macaroni and cheese, milk and selected greens. However, no
74 available data have been found on the acceptance of kiwifruit-based products.

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75 In order to contribute to the acquisition of knowledge about microwave processing as
76 a means of preserving fruit-based products, the aim of the present study was to evaluate
77 the impact of microwave and conventional thermal processing on both the consumer
78 acceptance and on some chemical, physical and biochemical properties of a ready-to-eat
79 kiwifruit puree. The properties analysed were the water, soluble solid and bioactive
80 compound content, the pH, consistency, viscosity, colour coordinates and the
81 antioxidant capacity of fresh and pasteurised purees, as well as the effect of the heating
82 treatments on enzyme activity and microbial inactivation.

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84 **2. MATERIAL AND METHODS**

85 **2.1. Sample preparation**

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86 Kiwifruit (*Actinida deliciosa* var. Hayward) was purchased from a local supermarket.
87 Fruit pieces, selected on the basis of a similar appearance and a soluble solid content of
88 about 13-14 °Brix, were peeled, washed with distilled water, cut into slices and
89 trituated with a Thermomix (TM 21, Vorwerk, Spain), using the fourth power level for
90 one minute.

91 **2.2. Treatments**

92 Processing conditions were chosen based on preliminary experiments to simulate
93 pasteurization treatments in terms of the enzyme and microbial inactivation achieved
94 (Benlloch-Tinoco et al. 2013; Zheng and Lu, 2011). After the assay of several power-
95 time combinations for microwave heating and temperature-time combinations for
96 conventional heating, those reaching 90% of POD inactivation and 5 log₁₀ cycles of *L.*
97 *monocytogenes* inactivation, described below, were selected to carry out the present
98 work (Benlloch-Tinoco et al. 2012).

99 2.2.1. Microwave treatment

100
101 A microwave oven (model: 3038GC, NORM, China), provided with a glass turntable
102 plate, was used to treat the kiwifruit puree. A sample of 500 g was tempered to an initial
103 temperature of 25 °C and then heated in the microwave oven in a standard size glass
104 beaker (9 cm inner diameter and 12 cm length) (BKL3-1K0-006O, Labbox, Spain) at
105 1000W for 340s. The temperature of the sample in the coldest spot, previously
106 identified (data not shown), was continuously recorded by means of a fibre-optic probe
107 (CR/JP/11/11671, Enelec, Spain) which was connected to a temperature datalogger
108 (FOTEMP1-OEM, Enelec, Spain). The microwave treated samples (MW) were
109 immediately cooled in ice-water until the puree reached 35 °C.

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112 *2.2.2. Conventional thermal treatment*

113 A vertical pilot plant scale stainless steel batch retort (Calderería Palou S.L.,
114 Barcelona, Spain) was used to carry out the conventional thermal process (C). A sample
115 of 450 g was heated in a standard size tin can (7 cm inner diameter and 11.5 cm height)
116 at 84°C for 300 s. Prior to the treatment, the samples were preheated at 45 °C to shorten
117 and standardise the come-up time. Under these conditions, a come-up time of 18 min
118 was needed to reach the treatment temperature. The product temperature was registered
119 in the coldest spot of the sample using a thermocouple (type T) connected to a
120 datalogger (Fluke 2176A, Fluke Corporation Inc, USA). Conventional thermally-treated
121 samples (C) were immediately cooled in ice-water until the puree reached 35 °C.

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123 **2.3. Sensory assessment**

124 Testing was carried out in a sensory laboratory equipped with individual booths (ISO
125 8589 1988). Data acquisition was performed by using Compusense five release 5.0
126 software (Compusense Inc., Guelph, Ontario, Canada). A total of 82 consumers, 54
127 female and 27 male aged from 18 to 65 years old, took part in the study. All of them
128 were asked if they were regular kiwifruit consumers. The consumers evaluated 3
129 samples (MW, C and the untreated one) which were tempered at 25 °C before the
130 assessment and served in plastic disposable standard size containers identified with
131 random three-digit codes, following a balanced complete block experimental design.
132 Consumer acceptance testing was carried out using a 9-point hedonic scale (9 = like
133 very much; 1 = dislike very much). The consumers scored their liking for the
134 appearance, colour, odour, taste, sweetness, acidity, texture and overall acceptance of
135 each sample. Additionally, the adequacy of three of the attributes (sweetness, acidity

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136 and texture) was measured using bipolar “just-about right” (JAR) scales (from 1=much
137 too little to 5=much too much, with 3=just about right).

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139 **2.4. Analytical determinations**

140 The treated samples and a non-treated sample used as control were analysed as
141 described below. Each analysis was carried out in triplicate.

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143 *2.4.1. Physicochemical properties, enzyme activity and antioxidant activity*

144 Water content, soluble solids, pH, consistency, viscosity, colour coordinates,
145 peroxidase (POD), polyphenoloxidase (PPO) and pectinmethylesterase (PME) activity
146 and antioxidant activity (AOA) were measured as described by Benlloch-Tinoco et al.
147 (2012) and Benlloch-Tinoco et al. (2013).

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149 *2.4.2. Bioactive compounds*

150 The content of vitamins C (Vit. C), A (Vit. A), and E (Vit. E) and total phenols (TP)
151 were measured as previously described Igual et al. (2010) and García-Martínez et al.
152 (2012).

153 Total tannins (TT) were evaluated spectrophotometrically, using the Folin-Denis
154 method, which involves the reduction of the reagent by tannin compounds, as explained
155 by Taira (1995) but with some modifications. The extraction consisted of homogenizing
156 5 g of the sample (T25 Janke and Kunkel turrax) with 45 mL of 0.56N HCl and boiled
157 (100°C) for 30 min. Then the homogenate was cooled, neutralised with 2N NaOH and
158 centrifuged (10,000 rpm, 5 min, 4 °C). The supernatant was brought to 100 mL with
159 distilled water. An aliquot (1 mL) of this sample was mixed with 6 mL of distilled
160 water, 0.5 mL of 1N phenol reagent (Sigma-Aldrich, Germany). The samples were well

161 shaken and incubated for 3 min in darkness, 1 mL of 7.5% sodium carbonate aqueous
162 solution and 1.5 mL of distilled water were added. Samples were allowed to stand for 1
163 h at room temperature before absorbance was measured at 725 nm in a UV-visible
164 spectrophotometer (Thermo Electron Corporation, USA). The TT content was
165 expressed as mg of gallic acid equivalents (GAE) per 100 g of kiwifruit, using a
166 standard curve range of 0.05-0.34 mg of gallic acid (Sigma-Aldrich, Germany)/mL.

167 Total flavonoids (TF) were measured spectrophotometrically, following the method
168 described by Djeridane et al. (2006) based on the formation of a flavonoid-aluminium
169 complex. For total flavonoid quantification, 1 mL of the same extract used to measure
170 TP content was mixed with 1 mL of 20g/L AlCl₃ methanolic solution. After incubation
171 at room temperature for 30 min in darkness, the absorbance of the reaction mixture was
172 measured at 430 nm using the aforementioned spectrophotometer. The TF content was
173 expressed as mg of rutin equivalents (RE) per 100g of sample, using a standard curve
174 range of 0-0.05 mg of rutin (Sigma-Aldrich, Germany)/mL.

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176 2.4.3. Microbiological analysis

177 *L. monocytogenes* inactivation was evaluated as described by Benlloch-Tinoco et al.
178 (2014). The total mesophilic bacteria (TMB) and yeast and mold (Y&M) counts were
179 examined by diluting the uninoculated samples in 0.1% (w/v) sterile peptone water
180 (Scharlab Chemie S. A., Barcelona, Spain) and enumerating the viable cells in Plate
181 Count Agar (PCA, Scharlab Chemie S. A., Barcelona, Spain) and Potato Dextrose Agar
182 (PDA, Scharlab Chemie S. A., Barcelona, Spain) acidified with tartaric acid (10%) (TA,
183 Sigma-Aldrich, Germany), adding 1mL of TA per 10mL of PDA, respectively. The
184 selected dilutions were incubated at 30°C for 48 h for TMB and at 25°C for 5 days for
185 Y&M.

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187 **2.5. Statistical analyses**

188 An analysis of variance (ANOVA) with one factor, at a confidence level of 95%
189 ($p < 0.05$), was applied using the Statgraphics Centurion XV software program (StatPoint
190 Technologies, Inc., Warrenton, VA, USA) to evaluate the differences among samples.
191 The JAR results were analysed by penalty analysis to identify potential directions for
192 product improvement on the basis of consumer acceptance by highlighting the most
193 penalizing attributes in terms of liking. A cluster analysis was carried out to classify
194 consumers according to their preference patterns. Agglomerative Hierarchical
195 Clustering (AHC) was performed using Euclidian distance with Ward's method as the
196 aggregation criterion. XLSTAT 2009.4.03 statistical software (Microsoft, Mountain
197 View, CA) was used to analyze sensory data and to study the correlation between
198 physicochemical parameters and sensory attributes by using a Pearson correlation
199 matrix.

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201 **3. RESULTS AND DISCUSSION**

202 **3.1. Consumer acceptance**

203 *3.1.1. Liking tests*

204 A sensory analysis was performed to elucidate how the technology employed to
205 preserve a ready-to-eat kiwifruit puree affected the consumer acceptance of the product.
206 The treated (MW, C) and the untreated kiwifruit puree samples were tasted to this end.
207 Consumers scored the overall acceptance, appearance, colour, odour, taste, sweetness,
208 acidity and texture liking of the three samples. The consumers' scores are shown in
209 Table 1. As expected, the fresh sample showed the highest scores for all the attributes
210 evaluated. Most consumers' liking scores significantly ($p < 0.05$) decreased after both

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211 treatments (MW and C). The microwaved puree presented intermediate scores, between
212 the fresh and the conventionally heated sample. However, it should be noted that no
213 significant differences between the sweetness, acidity and consistency of the fresh
214 sample and MW sample were found. In turn, with the aim of gaining a better
215 understanding of consumer responses, the liking results were also analyzed by clusters.
216 Consumers were distributed into two clusters based on their different perception of the
217 samples (Figure 1). The number of consumers in each cluster varied from one attribute
218 to another. In this respect, cluster 1 and cluster 2 were formed by 59 and 22 consumers
219 for “overall acceptance”, 51 and 25 consumers for “appearance”, 22 and 57 consumers
220 for “colour”, 47 and 28 consumers for “odour”, 64 and 16 consumers for “taste”, 16 and
221 59 consumers for “sweetness”, 23 and 56 consumers for “acidity” and 27 and 43
222 consumers for “consistency”, respectively. The mean value of the different sensory
223 attributes scored by each consumer cluster was studied by means of a one-way
224 ANOVA. From Figure 1, it can be seen that none of the samples studied by cluster 2
225 gave any significant differences ($p<0.05$) between the overall acceptance and taste
226 liking. This cluster was formed by a small number of consumers ($n=22$ for overall
227 acceptance and $n=16$ for taste) and, in addition, between 55-75% of them did not
228 frequently eat kiwifruit. However, cluster 1 basically liked MW better than the C
229 sample. When odour was evaluated, small differences between samples were found by
230 cluster 2, 50% of which was formed by consumers that did not frequently consume
231 kiwifruit, but again cluster 1 preferred MW to C puree. For acidity and sweetness,
232 cluster 1 seemed to like the treated samples (MW, C) more than the fresh one, while
233 cluster 2 had a preference for the fresh sample and liked the sweetness of the MW
234 sample significantly more ($p<0.05$) than the C . Although, the heating process seemed
235 to have a noticeable impact on the perception of the samples’ sweetness and acidity,

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236 most consumers (cluster 2, n=56 for acidity and n=59 for sweetness) appreciated
237 significant differences ($p<0.05$) between the treated samples in favour of MW.
238 Additionally, 50-57% of those consumers who gave a similar score to MW and C did
239 not frequently eat kiwifruit. As regards appearance and colour, the majority of the
240 consumers (cluster 1, n=51 for appearance and cluster 2, n=57 for colour) preferred the
241 appearance and colour of the fresh sample without detecting any significant differences
242 ($p>0.05$) between the treated ones. The rest of the subjects exhibited a significant
243 ($p<0.05$) preference for the fresh and MW samples. On the other hand, cluster 1 found
244 small differences in the consistency of the samples, while most of the subjects (cluster
245 2, n=43) liked the fresh puree better, followed by the MW one and finally the C one. To
246 sum up, when both treated samples were compared, cluster 1 significantly ($p<0.05$)
247 preferred the MW puree in terms of its taste, colour, odour and overall acceptance,
248 while cluster 2 significantly ($p<0.05$) preferred the MW puree over the C puree in
249 appearance, consistency and sweetness, although no significant differences ($p>0.05$)
250 between samples were found for the other attributes scored (Figure 1).

251 These results are a clear indicator of the fact that consumers much prefer and more
252 readily accept the kiwifruit puree subjected to MW treatment than the conventionally
253 heated one. Given the different nature of the heating processes that take place under
254 conventional and microwave treatments, it has been recognised that MW allows reduced
255 processing times and so a better maintenance of the nutritive, functional and sensory
256 properties of food. This premise has been corroborated by different studies into the
257 sensory properties of different food products when subjected to microwave process
258 evaluation. Several authors reported that microwave processing allowed fruit and
259 vegetable-based products, macaroni and cheese or milk to be obtained with acceptable,
260 or indeed enhanced, sensory properties. When the comparison between microwaved and

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261 conventionally heated samples was established, it was mostly non-perceivable
262 differences that were found and, in some cases, MW implied a better preservation of
263 the evaluated sensory properties (Fathima et al. 2001; Gerard and Roberts 2004; Guan
264 et al. 2002; Huang et al. 2007; Igual et al. 2013; Valero et al. 2002).

266 *3.1.2. Attribute adequacy and its relationship with liking-penalty analysis*

267 In order to improve the understanding of the attributes that most affected the liking
268 ratings of the evaluated kiwifruit samples, a penalty analysis was carried out (Laguna et
269 al. 2013). The significance of penalties (drops in overall liking) was based on the
270 proportion of consumers stating that an attribute was “not enough” (–) or “too much”
271 (+). So, an attribute was considered significant for liking when the respondent
272 percentage of consumers was higher than 20% (Xiong and Meullenet, 2006) and the
273 penalty score (drop in overall liking) was higher than 1. Significant penalties by
274 percentage of consumers are presented in Figure 2. Bearing these criteria in mind, the
275 fewer the attributes located in the upper right-hand corner of the penalty plot, the better
276 the acceptance of the kiwifruit sample. According to the obtained results, the majority
277 of the sensory attributes evaluated in this study were found to be adequate by
278 consumers, with only “sweetness” and “acidity” penalizing and deviating from the ideal
279 “right point” ones. In general terms, consumers perceived all the kiwifruit samples as
280 “too acidic” and “not sweet enough”. Accordingly, it might be assumed that heat
281 processing (MW, C) did not promote this deviation from the ideal “sweetness” and
282 “acidity” “right point” values, since this fact seemed to be mainly related to the low pH
283 and °Brix values that are characteristic of the fresh fruit selected for the research work
284 (see section 3.3).

286 3.2. Effect of treatments on inactivation of enzymes and microorganisms

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2 287 The safety and stability of all the kiwifruit puree samples were investigated. In this
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5 288 respect, how effective both the microwave and conventional thermal treatments are at
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7 289 inactivating enzymes and microorganisms was checked. Table 2 shows POD, PPO and
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9 290 PME activity, TMB and Y&M counts and the log₁₀ cycles reduced of *L. monocytogenes*
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11 291 for the treated and untreated kiwifruit puree. In general terms, the obtained values for
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13 292 enzyme activity (POD, PPO and PME) and the initial population of TMB and Y&M in
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15 293 the fresh kiwifruit puree were close to those reported by other authors working on this
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17 294 fruit and other similar fruit-based products (Benlloch-Tinoco et al. 2013; Picouet et al.
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19 295 2009).

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22 296 As expected, MW and C treatments provoked the level of enzyme inactivation and
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24 297 microbial decontamination required of them in order to be considered as adequate
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26 298 pasteurization processes. Both treatments inactivated 90% of POD, the enzyme selected
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28 299 as an indicator of treatment efficiency, (Benlloch-Tinoco et al. 2013; Zheng and Lu
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30 300 2011) and reduced more than 5 log₁₀ cycles of the most important pathogenic
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32 301 microorganism (*L. monocytogenes*), taking into consideration the characteristics of the
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34 302 product (FDA, 2004; NACMCF, 2006). Neither the POD inactivation nor the *L.*
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36 303 *monocytogenes* inactivation were found to be different ($p>0.05$), regardless of whether
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38 304 the samples were treated conventionally or by microwave (Table 2). In the same way,
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40 305 MW and C processing similarly ($p>0.05$) reduced the content of TMB (2.8 log₁₀ cycles)
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42 306 and Y&M (2.4 log₁₀ cycles) in the puree. However, MW was shown to be significantly
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44 307 more effective at inactivating PPO and PME enzymes than the C treatment ($p<0.05$).
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46 308 Other authors have reported that microwaves are more effective than conventional
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48 309 heating at inactivating enzymes in fruit or vegetable products, which seems to be related
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50 310 to the interaction of microwave energy with the polar and/or charged moieties of these
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311 compounds. In this regard, Tajchakavit and Ramaswamy (1997), Matsui et al. (2008)
312 and Zheng and Lu (2011) found that MW was faster at inactivating PME in orange
313 juice, PPO and POD in coconut water and POD in carrot, respectively, than other
314 conventional heating methods.

315

316 **3.3 Effect of treatments on the physicochemical properties, bioactive compounds** 317 **and antioxidant activity**

318 The physicochemical properties, the content of the major bioactive compounds and
319 the antioxidant activity of the kiwifruit puree, before and after processing, are
320 summarised in Table 3. The fresh sample used in this work presented the characteristic
321 values of all the analysed properties shown in the bibliography for kiwifruit (Fiorentino
322 et al. 2009; Park et al. 2011; Zolfaghari et al. 2010). As previously reported by other
323 authors, kiwifruit has a high content of vitamin C and E along with a marked
324 antioxidant activity. Actually, its content of vitamin C is even higher than that found in
325 grapefruit and orange (Igual et al. 2010), citric fruits which are widely recognized as a
326 good source of this bioactive compound. Given the substantial content of such vitamins
327 (C, E), kiwifruit is assumed to provide an antioxidant protective effect under both
328 hydrophobic and hydrophilic conditions (Tanaka et al. 1997). All these excellent
329 nutritional and functional characteristics were highlighted by Fiorentino et al. (2009),
330 who defined this fruit as a unique and precious cocktail of protective phytochemicals.

331 The parameters shown in Table 3 were used to evaluate the impact of MW and C
332 treatments on the quality of the product. From Table 3, it can be observed that TT
333 content and pH were the sole parameters to remain significantly ($p>0.05$) unchanged
334 after processing. The a^* and b^* colour coordinates were affected in a similar way by
335 both MW and C heating. While the a^* values significantly increased as a consequence

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336 of processing, the b^* values significantly ($p<0.05$) decreased, these differences being
337 higher when the C treatment was applied. Accordingly, processed samples slightly
338 changed to redder, less yellow tones. However, the L^* coordinate was exclusively
339 affected by the MW treatment that gave place to a significantly ($p<0.05$) more luminous
340 kiwifruit puree (Table 3). This increase in luminosity has been previously described and
341 could be mostly attributed to the degradative loss of pigments instead of to the typical
342 browning reactions in heating processes (Benlloch-Tinoco et al. 2012). The total colour
343 difference parameter was calculated with respect to the non-treated sample. Both
344 treatments lead to colour differences which are noticeable to the human eye ($\Delta E^*>3$,
345 Bodart et al. 2008), with the ΔE^* value being significantly ($p<0.05$) higher in the C
346 sample. On the other hand, as expected, both MW and C treatments significantly
347 ($p<0.05$) increased the consistency and viscosity of the puree, changes that can be
348 explained by the increase in the soluble pectin content in the aqueous phase of the
349 product (pectin solubilisation) due to the high temperatures reached (Contreras et al.
350 2007). As regards the effect of the treatments on the bioactive compounds and the AOA
351 of the samples, significant ($p<0.05$) losses were found in all the analysed compounds,
352 except TT, vitamin A being the most labile (loss of 100%) (Table 3). The impact of the
353 heating processes on the bioactive compound content of several fruit-based products has
354 been reviewed by Rawson et al. (2011), who highlighted thermal pasteurization as a
355 treatment severe enough to reduce the levels of most bioactive compounds present in
356 fruit, with vitamins found to be among the most heat-sensitive food components
357 (Awuah et al. 2007). Although simple thermal decomposition would appear to be the
358 most likely cause for these losses, their degradation may be a complex phenomenon
359 which is also dependent on oxygen, light, pH, water solubility and the presence of
360 chemical, metal or other compounds that could catalyse deteriorative reactions (Awuah

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et al. 2007). On the other hand, the changes observed in the rest of the bioactive compounds and AOA were significantly ($p<0.05$) higher when kiwifruit puree was conventionally heated. In this respect, a loss of 0.5% and 26.7% of vitamin C, 9.4% and 83.3% of vitamin E, 21.8% and 29.5% of TP, 36.2% and 50.9% of TF and 65.7% and 77.6% of AOA under MW and C treatments were found, respectively. The results obtained point out that microwave processing allowed the nutritional and functional properties of the kiwifruit puree to be better maintained than the conventional thermal treatment. Similar results have been extensively reported in the bibliography. Igual et al. (2010) found a superior retention of ascorbic acid in grapefruit juice pasteurized by microwaves when compared to a conventional pasteurization treatment. Barrett and Lloyd (2012) reviewed the effect of microwave processing on the bioactive compounds of products of vegetable origin and reported that microwaves, more than conventional heating, lead to a relatively high retention of the vitamin C in most fruits and vegetables. In the same way, microwaves allowed the phenolic compounds of unpeeled potatoes, tomatoes and spinach to be better retained than boiling water.

3.4. Correlation between Instrumental and Sensory Data

A Pearson correlation matrix was constructed using the instrumental and sensory data (data not shown). Significant ($p<0.05$) and meaningful correlations were found between instrumental parameters and sensory descriptors. In this regard, sensory “appearance” ($R^2=-0.999$) and “colour” ($R^2=-0.999$) were negatively correlated with the instrumental a^* parameter. Taking into consideration that negative a^* values are associated with green tones, as expected, the lower the a^* values corresponding to the sample, the better the consumers liking of the product’s appearance and colour. Additionally, sensory “taste” was positively correlated with sensory “sweetness”

386 ($R^2=0.999$), “acidity” ($R^2=0.999$) and “consistency” ($R^2=0.999$). In the same way,
387 “overall acceptance” was positively correlated with sensory “taste” ($R^2=0.999$),
388 “acidity” ($R^2=0.999$) and “consistency” ($R^2=0.999$). Accordingly, the sweeter, the more
389 acid and the thicker, the better the taste liking and the greater the overall acceptance of
390 the kiwifruit puree.

392 4. CONCLUSIONS

393 The results obtained in this study clearly pointed out that microwaved kiwi puree was
394 preferred by the consumers from a sensory point of view. Besides, microwave
395 processing not only better preserved the nutritive and functional properties of the fruit
396 and produced smaller colour changes, but also inactivated enzymes and microorganisms
397 to the same, or greater, extent than conventional heating.

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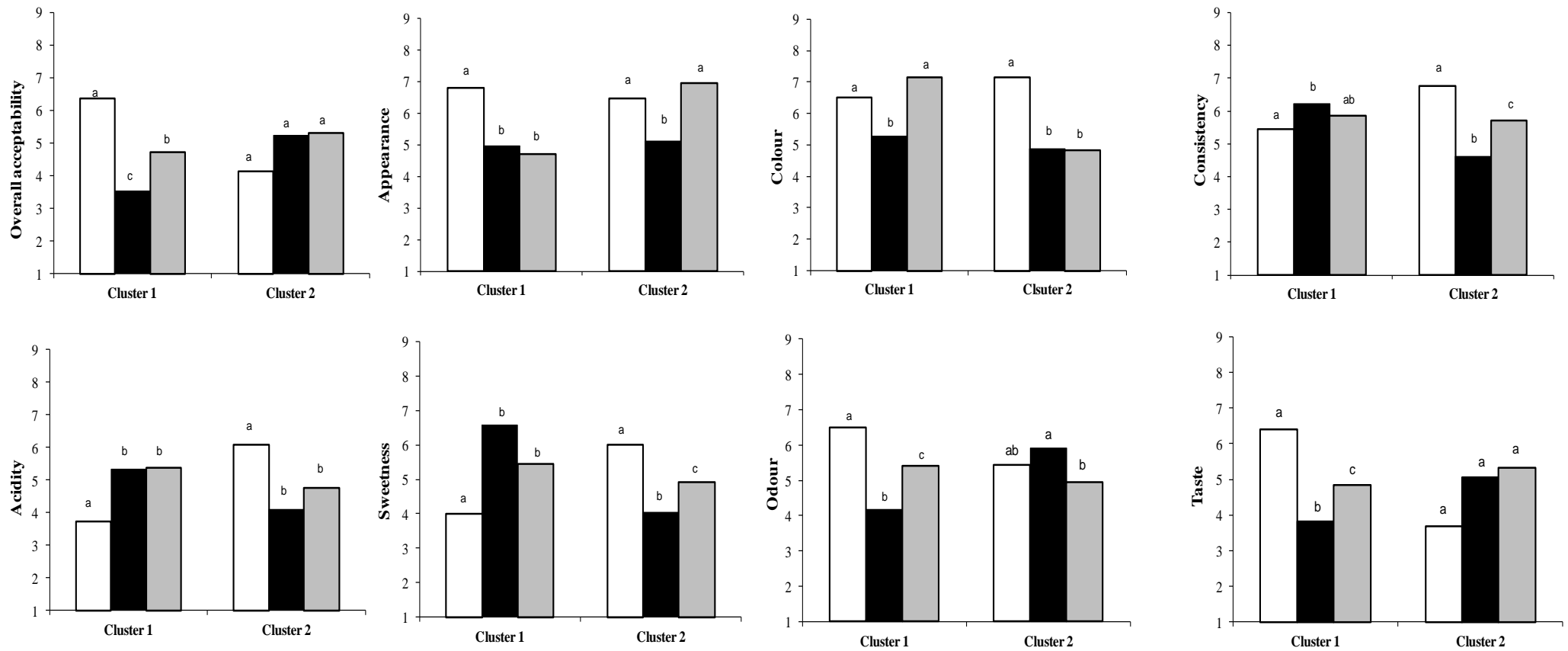


Figure 1. Mean values of the different sensory attributes scored by each consumer cluster corresponding to the fresh (□), conventionally heated (■) and microwaved (▒) kiwifruit puree. Identical letters for each cluster indicate no significant difference among the samples according to the Tukey's test ($p < 0.05$).

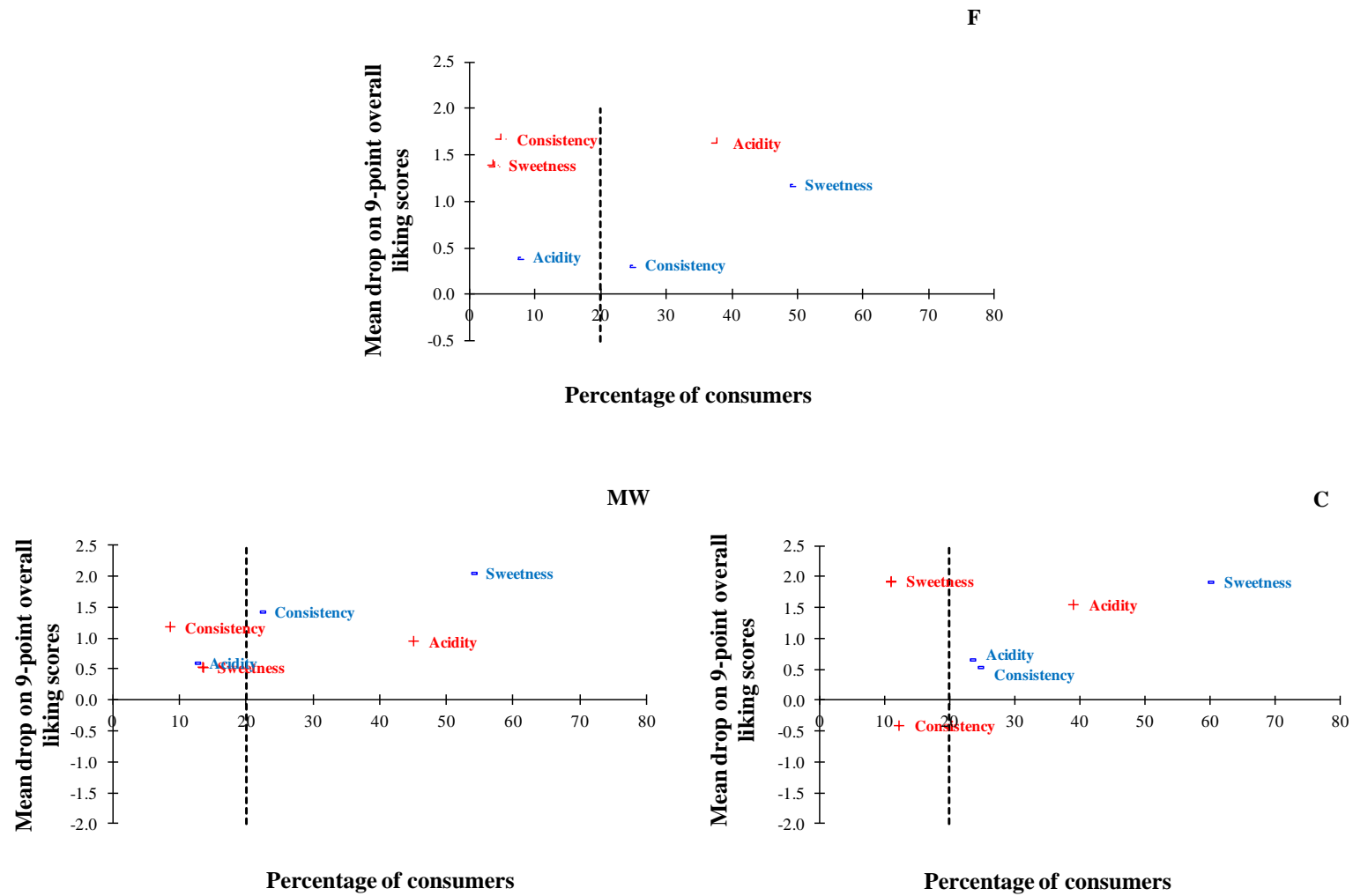


Figure 2. Representation of significant penalties (drops in liking) by proportion of panellists for the fresh (F), microwaved (MW) and conventionally heated (C) kiwifruit puree.

Table 1. Mean values of the different sensory attributes scored by consumers (n=82) corresponding to the fresh (F), microwaved (MW) and conventionally heated (C) kiwifruit puree.

	F	MW	C
Overall acceptance	5.76 ^a	4.90 ^b	4.01 ^c
Appearance	6.67 ^a	5.51 ^b	5.11 ^b
Colour	6.96 ^a	5.52 ^b	5.06 ^b
Odour	6.00 ^a	5.22 ^b	4.84 ^b
Taste	5.87 ^a	4.96 ^b	4.13 ^c
Sweetness	5.51 ^a	5.00 ^{ab}	4.60 ^b
Acidity	5.39 ^a	4.95 ^{ab}	4.49 ^b
Consistency	6.17 ^a	5.74 ^{ab}	5.31 ^b

In rows, different letters denote significant differences (p<0.05) according to the Tukey's test.

Table 2. Average values (and standard deviation) of peroxidase (POD), polyphenoloxidase (PPO) and pectinmethylesterase (PME) activity, total mesophilic bacteria (TMB) and yeast and mold (Y&M) counts and log₁₀ cycles reduced of *L. monocytogenes* of fresh (F), microwaved (MW) and conventionally heated (C) kiwifruit puree.

	F	MW	C
POD (Abs·min ⁻¹ ·g ⁻¹)	10.2 (0.2) ^b	1.05 (0.02) ^a	1.11 (0.05) ^a
PPO (Abs·min ⁻¹ ·g ⁻¹)	6.77 (0.07) ^c	1.31 (0.04) ^a	2.3 (0.2) ^b
PME (U·g ⁻¹)	0.43 (0.04) ^c	0.045 (0.011) ^a	0.10 (0.06) ^b
TMB (log CFU/mL)	3.08 (0.12) ^b	0.27 (0.10) ^a	0.24 (0.13) ^a
Y&M (log CFU/mL)	2.88 (0.10) ^b	0.44 (0.07) ^a	0.46 (0.06) ^a
<i>L. monocytogenes</i> (log(N/N ₀))	-	-7.0 (0.2) ^a	-6.96 (0.11) ^a

In rows, different letters denote significant differences (p<0.05) according to the Tukey's test.

Table 3. Mean values (standard deviation) of content of water (x_w), soluble solid ($^{\circ}$ Brix), vitamin C (Vit. C), vitamin A (Vit. A), vitamin E (Vit. E), total phenols (TP), total flavonoids (TF) and total tannins (TT), antioxidant activity (AOA), pH, consistency, viscosity, colour coordinates (L^* , a^* and b^*) and colour difference (ΔE) of fresh (F), microwaved (MW) and conventionally heated (C) kiwifruit puree.

	F	MW	C
x_w (g/100g)	85.17 (0.13) ^b	84.4 (0.2) ^a	84.9 (0.2) ^b
$^{\circ}$ Brix (g/100g LP)	13.67 (0.06) ^a	14.33 (0.06) ^c	13.9 (0.2) ^b
Vit. C (mg/100g)	75.9 (1.3) ^b	75.5 (1.1) ^b	55.63 (0.07) ^a
Vit. A (mg/100g)	0.057 (0.007) ^b	ND ^a	ND ^a
Vit. E (mg/100g)	2.45 (0.06) ^c	2.22 (0.07) ^b	0.41 (0.05) ^a
TP (mg GAE/100g)	22 (2) ^c	17.2 (0.5) ^b	15.5 (0.2) ^a
TF (mg RE/100g)	1.16 (0.05) ^c	0.74 (0.06) ^b	0.57(0.02) ^a
TT (mg GAE/100g)	14.40 (0.10) ^a	10.6 (0.8) ^a	9.9 (0.3) ^a
AOA (mM Trolox/g)	5.81 (0.05) ^c	1.99 (0.06) ^b	1.3 (0.3) ^a
pH	3.33 (0.02) ^a	3.33 (0.02) ^a	3.34 (0.02) ^a
Flow distance (mm/g)	5.1 (0.2) ^b	3.3 (0.2) ^a	3.0 (0.8) ^a
Viscosity (Pa·s)	1.57 (0.06) ^a	2.3 (0.2) ^c	1.87 (0.02) ^b
L^*	40.17 (0.02) ^b	41.71 (0.02) ^c	39.423 (0.006) ^b
a^*	-1.557 (0.006) ^a	1.027 (0.006) ^b	1.707 (0.006) ^c
b^*	30.700 (0.010) ^c	26.74 (0.02) ^b	26.60 (0.03) ^a
ΔE	-	4.98 (0.09) ^a	5.29 (0.02) ^b

LP: liquid phase; ND: not detected

In rows, different letters denote significant differences ($p < 0.05$) according to the Tukey's test.