

AN APPROACH OF ADDING VALUE TO NATURAL GREEN TEA BY DEVELOPING FLAVOURED JELLY (GREEN TEA JELLY)

A dissertation submitted to the
Faculty of Animal Science and Export Agriculture
Uva Wellassa University
In partial fulfillment of the requirements for the award of
Bachelor of Science in Tea Technology and Value Addition

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**Tea Technology and Value Addition Degree Programme
Faculty of Animal Science and Export Agriculture
Uva Wellassa University of Sri Lanka
2015**

Abstract

Tea is a natural beverage which is produced from tender leaves of *Camellia sinensis* species. Sri Lanka is one of the prime countries which exports Tea from ancient period. Today both the tea suppliers and tea consumers are looking new food products based on tea to dominate the tea market. Hence New product development is one of the Key factors that help to create value addition to the Ceylon Tea. Green Tea is one the most health beneficial beverages. Green Tea has high amount of poly phenols which plays a major role in human health. Though Green Tea is highly beneficial for the health , green tea consumption is less both in local and International market .Due to bitterness of Green Tea most of the people reluctant to consume green tea. Hence objective of the study is to develop a new product based on Green tea thereby increase the green tea consumption. Flavoured Green Tea Jelly is one of the new attempts that wish to join the product line of the existing tea products. Through this study it was been able to add value to natural green tea by developing three flavoured Green tea (Strawberry, Black current and Apple) jelly packed as small tea bags by . Under this study three flavoures of green teas are been tested and resulted where all three tea jelly tastes are acceptable (>0.05) and Apple flavoured Green tea jelly was accepted by many of panelists. This product is made of 1.5 g green tea and 12.5 g flavoured Seaweed Extract. This product also having 1.07% (149.85 mg/ GAE) of polyphenol per tea bag where it is similar to the amount of poly phenol that served by one typical green tea bag. This product also can be served as edible mock tail to trendy tea consumers where green tea is in semi solid form and having an instant preparation method.

Key Words: Edible mock tail, Green Tea, Jelly, Polyphenol, Value addition