



## Fruit Beverages: Sensory Evaluation and Consumer Acceptance

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### Message from the Guest Editor

Dear Colleagues,

Fruit juices and other fruit beverages are maybe the most popular drinks across different countries and cultures. Although these beverages have been consumed by humankind for hundreds of years, the development of agriculture, technology, and/or packaging materials turns this industry into a changing and dynamic business. Sensory evaluation is an essential tool to obtain information about the influence of using new equipment and/or ingredients on the final product. In addition, understanding consumers' needs is one of the main clues to be successful in the market, and sensory studies can provide remarkable information about the drivers of liking in different cultures. The present Special Issue is made to collect fresh and relevant information related to sensory properties and consumer acceptance of fruit beverages.

Dr. Laura Vázquez Araújo  
*Guest Editor*

