

**Supplementary Materials:**

**Table S1.** Cow and buffalo whey proximal composition (means  $\pm$  SD).

Whey type	Proximal composition					Solids not fat
	Fat	Protein	Lactose	Minerals	Total solids	
<b>Cow whey</b>	0.59 $\pm$ 0.01	2.69 $\pm$ 0.01	4.02 $\pm$ 0.01	0.59 $\pm$ 0.00	7.89 $\pm$ 0.02	7.31 $\pm$ 0.02
<b>Buffalo whey</b>	0.35 $\pm$ 0.01	2.86 $\pm$ 0.01	4.27 $\pm$ 0.01	0.63 $\pm$ 0.00	8.10 $\pm$ 0.01	7.75 $\pm$ 0.02

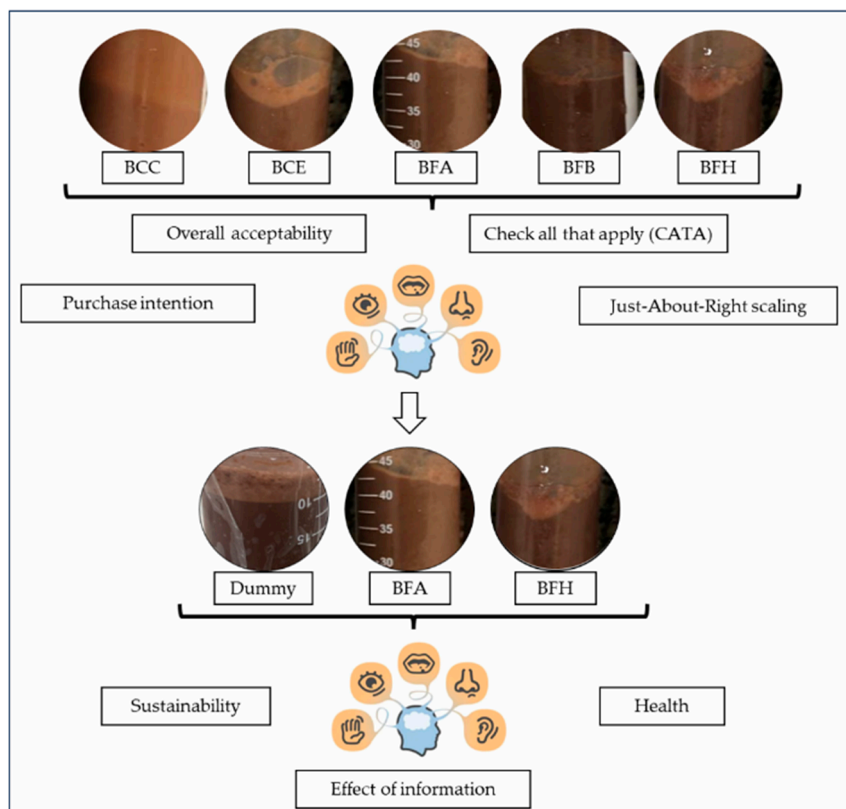
**Table S2.** Formulation of cow and buffalo whey-based cocoa beverage.

Ingredient	BCC <sup>1</sup>	BCE	BFA	BFB	BFH
<b>Cow whey</b>	88.75	---	---	---	---
<b>Buffalo whey</b>	---	86.5	84.0	84.0	84.0
<b>Xanthan gum</b>	0.25	---	---	---	---
<b>Inulin</b>	---	2.5	2.5	2.5	2.5
<b>Sugar</b>	3.5	---	---	---	---
<b>Xylitol</b>	---	3.5	3.5	3.5	3.5
<b>Cocoa 100 %</b>	7.5	---	---	---	---
<b>Cocoa 50 %</b>	---	7.5	7.5	7.5	7.5
<b>Açaí flour</b>	---	---	2.5	---	---
<b>Beetroot flour</b>	---	---	---	2.5	---
<b>Hibiscus flour</b>	---	---	---	---	2.5

<sup>1</sup> BCC = control commercial formulation; BCE = control experimental formulation; BFA = dessert with açaí flour; BFB = dessert with beetroot flour; BFH = dessert with hibiscus flour.

**Table S3.** Attributes evaluated with definition.

Attributes	Definitions
<b>Appearance</b>	Physical characteristics perceptible with the sense of vision such as color intensity, luminosity, and texture
<b>Color</b>	Result of physical and physiological characteristics of chemical compounds
<b>Odor</b>	Volatile particles are detected in the nasal passage and are perceived by the olfactory system
<b>Flavor</b>	The sensation is obtained by the perception of the olfactory and oral systems.
<b>Consistency</b>	Characteristic of a liquid having the property of resistance to flow
<b>Mouthfeel</b>	Physical characteristics perceptible in the mouth by the consumer such as texture, viscosity, and consistency
<b>Overall liking</b>	The result of the set of perception or acceptance of all attributes
<b>Purchase intention</b>	The probability that the consumer will buy the tested product, is influenced by the rest of the attributes



**Figure S1.** Study design illustrating the stages involved in the experiment. BCC = control commercial formulation; BCE = control experimental formulation; BFA = dessert with açai flour; BFB = dessert with beetroot flour; BFH = dessert with hibiscus flour.