

## **FORMATION OF THE RANGE OF BEVERAGES AT THE ACCOUNT OF IMPROVING THE RECIPE COMPOSITION**

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The consumption of beverages is a mass phenomenon, which is connected both with national traditions and customs, and with social aspects and psychological features, the real demand for their consumption increases every year. The work of mainly foreign scientists is devoted to the issue of improving the quality and expanding the range of relevant products. As a result of experimental studies, scientists have proven the prospects of using different compositions of ingredients, new food additives with an increased content of biologically active substances, which contribute to increasing the protective functions of the body and creating health-improving drinks.

Today, during the production of the above-mentioned products, more detailed attention is paid to the issue of creating new and improving existing technologies in order to expand the range of products and increase sales volumes. A significant number of multi-component drinks appear on the consumer market, the recipe of which includes ingredients that shape the taste and aroma of the products. But the modern consumer, having a wide choice of the specific name of the drink, pays attention not only to the appearance and taste of the product, but also attaches special importance to the safety and consequences associated with its use.

Effective for the creation of functional drinks is: firstly, purification of the water mixture with the help of sorbents, secondly, the use of plant components, organic salts, acids, vitamin and mineral complexes, antioxidants of plant and synthetic origin, biologically active and food additives, medicinal drugs. The composition of means that improve the quality of the corresponding product includes chemical components - components of extracts of plant raw materials, which have a sufficiently stable therapeutic and preventive effect.

In connection with the above, there is an obvious relevance of forming the consumption properties of drinks with improved properties due to additional purification of the main component and the addition of plant raw materials.

From the analysis of literary sources, the following conclusions can be drawn: drinks are in great demand among the population, the dynamics of their consumption is growing every year. Solving the tasks of expanding

the assortment and improving consumption properties due to the creation of functional drinks is quite relevant.

The consumer market offers a large number of multi-component drinks, which include ingredients that expand the assortment. But the impact of the proposed formulations on the consumption properties of the products and on the human body has not been sufficiently studied, since some of the proposed types of raw materials are potentially capable of increasing chronic toxicity during excessive consumption.

The issue of careful selection and quality control of ingredients that are included in the composition of the drink, their comprehensive study, determination of compatibility, which will allow creating a drink with specified properties and expanding the range of products, has not been sufficiently studied.

In this regard, the task of selecting new compositions of recipe components that have not been used in industry before, developing drinks with the addition of natural plant raw materials, with original taste and aroma properties that will have health-improving properties, becomes urgent.

It is necessary to conduct marketing research on the preferences of consumers regarding the range and consumption properties of beverages.

On the basis of the obtained data, it is necessary to choose the ingredients that will be included in the recipe composition of the drink and combine with each other not only in terms of taste, aroma and color characteristics, but also have a coordinated antioxidant effect.

Taking into account mechanical indicators, features of plant raw materials, the extraction mechanism and factors affecting the process, ensure the complete extraction of active substances and maximize the speed of extraction to obtain semi-finished products.

The analysis of literary sources made it possible to determine modern directions and ways of improving the corresponding products, aimed at expanding the assortment and forming its taste and aroma characteristics. It is shown that there is a lack of targeted research on the development of ways to produce functional products.

It is necessary to investigate the quality of raw materials, semi-finished products, and finished products during their production and storage using modern research methods. To investigate the antioxidant and specific activity of the developed drinks. To determine a comprehensive indicator of the quality of the developed drinks and to study the effect of new types of drinks on the living organism. Develop a packaging design, calculate the economic effect of the production of new drinks. Implement scientific results in production.