

## ABSTRACT

This study evaluated the acceptability of Tree Snail Spanish Style Sardines across five treatments in terms of appearance, taste, texture, and general acceptability. Results revealed no significant differences among treatments for Appealing, "Delicious," or "Extremely Acceptable." However, significant differences were observed in texture ( $p < 0.01$ ), with Treatment A receiving the highest ratings and Treatment E the lowest. The Least Significant Difference (LSD) test for taste showed that Treatment A (4.96) and Treatment E (4.95) were rated significantly higher than other treatments, while Treatments B (4.88) and D (4.87) scored the lowest without significant differences between them. Overall, Treatment A emerged as the most preferred, excelling across all variables, while Treatment E exhibited lower ratings and greater variability, particularly in texture. These findings emphasize the importance of texture in consumer evaluations and suggest areas for improvement in product formulation. Further research on texture enhancement and sensory testing across diverse markets is recommended to optimize product acceptability and commercial success.

*Keywords:* sensory evaluation, texture acceptability, taste preference, consumer perception, product optimization