

# Herbal fortification and sensory evaluation in bread

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Herbal adaptogens have the ability to combat stress related disorders that are closely associated with oxidation processes in the body. The real benefits of including them in the diet are likely to emerge with a better understanding of health that are best supported by food and in methodological developments addressing the evidence base for their effects. At present, recommendations are warranted to support the consumption of foods rich in bioactive components. Herbal fortification is a new trend to improve nutritional value of the food. Herbs such as *Ocimum sanctum*, *Withania somnifera*, and seaweed, *Kappaphycus* spp. are proven for their unique properties in food preparations. The incorporation of *Ocimum sanctum* in wheat bread has been evaluated in this study showed that the herbal incorporation is acceptable at 3 per cent level. Since the herbal activity was reported unaffected in heat treatment, herbal fortification in bread is a consumer friendly product development approach.

**Key Words :** Herbal, Fortification, Bread, Acceptance

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