I. Abstract

Trying to find a healthy, convenient, and hassle free snack is the goal that everyone tries to obtain. Chips and salsa is a favorite of many consumers so why not try to combine the heavenly taste of chips and salsa into one convenient baked tortilla chip? The methods that were implemented to try to solve this problem were to combine a puréed mixture of Mrs. Wages Salsa Tomato Mix combined with chopped tomatoes to tortilla chip dough and try to find the correct amount of the mix to add to the dough to create the best flavored chip possible. When this did not successfully turn out, a new method was implemented to try to combine the taste of tortilla chips and salsa into one. The second method that was implemented was buying already made, store-bought tortilla shells and then thickly brushing the puréed mixture of Mrs. Wages Salsa Tomato Mix combined with chopped tomatoes to both sides of the already made tortillas. After brushing the mixture on the shells, the Mrs. Wages dry Salsa Tomato mix was then lightly sprinkled over the top to maximize the flavor intensity. The chips were then cut and then baked. The main findings of this project was that the second method turned out to be the most successful due to the fact that issues such as rolling the dough as thin as possible, texture of the dough, and the baking of the chip evenly did not have to be dealt with because the puréed salsa mixture was not combine with the dough. Overall, it was found that the best way to achieve receiving a healthy and convenient way to enjoy the taste of chips and salsa is to simply brush the puréed salsa mixture on already made tortillas and then finish by lightly sprinkling them with the dry salsa mix.
II. Introduction

According to Consumer Reports for September 2005 “salsa has become the most popular condiment, outselling ketchup, barbecue sauce and mustard” (Consumer Reports, 2005) It has also been made known that salsa is as equally irresistible but far less fatty and lower in calories than most traditional dips. (Consumer Reports on Health, 1996) “America’s quest for healthy foods has helped bring tortilla chips and salsa up from south of the border. A handful of tortilla chips and a half cup of salsa has half the calories and one-fourth the fat of a similar serving of potato chips and sour cream onion dip” (Consumer Reports, 1995) Look for baked instead of fried tortilla chips to aid in the cause of lowering fat and calories that are consumed. Baked tortilla chips have one-two grams of fat and 110 calories per ounce, whereas fried tortilla chips have about eight grams of fat and 160 calories per ounce. (Berkeley Wellness, 2005) It is advised that people eat five servings of fruits and vegetables daily and adding salsa to your diet cannot only help to fulfill that requirement but also can aid in giving variety and flare in order to meet the requirement. (Hadfield, 1992) Not only does consuming salsa help keep one healthy by fulfilling daily requirements of food intake but it also can contain ingredients that can put a person in a good mood. (Ott, 2005) If the salsa concoction contains chilies it can help aid in a good mood because the heat in chilies comes from capsaicin which is a compound that causes the brain to product endorphins. (Ott, 2005) Endorphins are brain chemicals that create a feeling of well-being. (Ott, 2005) Salsa’s main ingredient, tomatoes, contain lycopene and “the science relating the intake of tomato and tomato-based products and blood lycopene level with a lower risk of various cancers is
promising.” (Dwyer, 2003) “Lycopene is found in tomatoes and is a red carotenoid pigment with antioxidant properties that researchers have linked with reducing prostate cancer. Tomatoes and chilies are not the only ingredients in salsa that are beneficial; onions in salsa contain allylic sulfides which may reduce the risk of stomach cancer.” (Hulse and Garden-Robinson, 1999) “It is also found that up to ten percent of teens may have above-average blood pressure levels, raising their risk for hypertension in young adulthood and setting the stage for heart disease and stroke later on in life. (VanTine-Reichardt) According to Bonita Falkner, MD, professor of medicine and pediatrics at Thomas Jefferson University in Philadelphia, consuming low fat, whole grain baked tortilla chips topped with cheese and salsa instead of junky snack food can help to head off hypertension. (VanTine-Reichardt) Salsa is beneficial and can be used in many creative ways and Vegetarians are known to and can use salsa to spice up and create many dishes. (Carroll, 1994)

Knowing that the sale of salsa has rose as well as it being healthier than other dips, why not join chips and salsa into one convenient chip? It seems that American’s enjoy eating chips and salsa but we all know it can be a little messy and it is hard to conveniently eat chips and salsa anywhere you go so this would allow one to enjoy the taste of salsa baked into a tortilla chip. The problem is that consumers cannot enjoy two food items that they love to eat together easily and quickly and the justification to this problem is that as Americans we lead busy and stressful lives and convenience is key in many everyday lives but the worry about being health conscience is also an obstacle so this would solve both by being a convenient, easy snack as well as low fat and tasty.
The purpose of this project is to make a flour tortilla recipe into chips and combine a salsa/water mix in the correct measurements to provide the maximum flavor, satisfaction, shape, size and crispness of a regular tortilla chip, therefore combining the flavors of tortilla chips and salsa into one convenient chip.

The dependent variables changed depending on the amount of salsa and water that was added to the tortilla dough. Color, viscosity, and the flavor of the chip changed when increasing and decreasing the amount of salsa. With an increase in salsa, the color of the chip had a different tint, the viscosity of the dough and chip was thicker, and the overall flavor of the chip was slightly more intense due to the increase in spices. When adding less salsa and more water to the batch, the color was lighter, the viscosity did not pose to be an issue because there was less salsa present to contribute to the thickness, and the flavor was very bland and sometimes non-existent due to the decrease in salsa. The relationship between the independent variables, salsa and water amounts, and the dependent variables, tortilla chip dough, was logical because the amount of salsa that was added directly affected the consistency and texture of the flour tortillas by making it thicker or smoother. The approach to test the dependent variables was selected so that the participants in the sensory panel would be the overall determinate of whether or not the baked tortilla chip needed more or less flavor which would then determine whether or not more or less Mrs. Wages Salsa Tomato mix would need to be added to the tomato purée which in turn would result in using less water in the dough.
III. Methods

**STEPS TAKEN FOR THE FIRST THREE TRIAL RUNS:**

The plan to achieve the correct texture, flavor, and mix of ingredients was done by four trial runs to perfect the overall taste, appearance, and quality of the newly innovated chip. The ingredients used to develop the new salsa baked in chips were as follows: 350 grams of all purpose flour, 100 grams of vegetable shortening, 2 grams of salt, and 240 milliliters of warm water. The next addition that was added to the chip dough was the puréed mixture of Mrs. Wages Salsa Tomato Mix combined with chopped tomatoes. One sixteen ounce can of chopped tomatoes that had been drained was mixed with 28.35 grams of Mrs. Wages Salsa Tomato mix. The amount of 240 milliliters of warm water was not used each time. With the three trial runs the amount of purée salsa that was substituting for the water varied depending on the outcome of the sensory panel ratings. The amount of puréed ingredients as well as the amount of water that was added was the independent variables since the amounts of both were changed in correlation with one another. The dependent variables were the plain tortilla chip recipe, the time in which the dough was allotted to rise, and the baking time.

The procedure that was followed each of the three times to accomplish the salsa baked in chip was as follows:

- Preheat oven to 176.67 degrees Celsius
- Place the flour, shortening and salt into a mixer bowl
- Beat until crumbly for about 3 to 5 minutes
While the mixer is running slowly add the warm water/salsa mixture: salsa mixture will contain a 113.4 ounces of the Mrs. Wages Salsa Tomato mix as well as chopped tomatoes

Mix for roughly 3 minutes or until the dough is smooth.

Separate the dough into 3 pieces.

Roll each separate piece into a ball and place on a baking tray.

Cover and let it set at room temperature at least 15 and up to 60 minutes.

On a lightly floured board, roll each ball into a 10 inch circle.

Roll out the dough to a thin, flat piece and cut the dough to follow this design:

![Design Image](image)

After cutting each of the three dough balls into the design, the design allowed for 24 chips per ball which was a grand total of 72 chips per batch.

After cutting the chips into triangles, place the chips onto a baking sheet and place into the oven for 12-15 minutes or until slightly browned.

(The procedure/recipe was found at http://www.foodnetwork.com/food/recipes/recipe/0,,FOOD_9936_2518,00.html)
TRIAL RUN METHODS:

Each of the three trial runs that were performed used the same plain tortilla chip recipe and varied the amounts of the salsa/water mix.

- The first trial run contained 60 milliliters of the puréed Mrs. Wages Salsa Tomato Mix mixed with chopped tomatoes and 180 milliliters of warm water.

- The second trial contained more of Mrs. Wages Salsa Tomato Mix mixed with chopped tomatoes because the sensory evaluations indicated that there was little-to-no flavor. For the second trial, 125 milliliters of the puréed Mrs. Wages Salsa Tomato Mix mixed with chopped tomatoes and 115 milliliters of warm water were added.

- The third trial run again contained more of the salsa mix because once again the sensory panelists rated that the chips had little-to-no flavor. The majority of the 240 milliliters of liquid (water or the salsa mixture) was the Mrs. Wages Salsa Tomato Mix mixed with chopped tomatoes. The third trial run contained 180 milliliters of the puréed Mrs. Wages Salsa Tomato Mix mixed with chopped tomatoes and 60 milliliters of warm water.

PROCEDURE FOR THE FOURTH TRIAL RUN:

- A fourth trial run was initiated because, although the third trial run of the salsa baked into tortilla chips was much more successful than the first two, a complete sense of satisfaction was not felt. For the fourth and final trial run, the procedure
was completely changed and a new route all together was taken to try to combine
the taste of salsa and baked tortilla chips into one convenient chip. Instead of
making tortilla chips from scratch, El Maizal Large Burrito Flour Tortillas brand
of soft tortillas were purchased and used. With the purchased tortillas, one
sixteen ounce can of chopped tomatoes that had been drained was mixed with
28.35 grams of Mrs. Wages Salsa Tomato mix. After the salsa mixture was put
together the store- bought flour tortillas were then thickly brushed on both sides
with the same salsa mixture that was used for the first three trial runs. After the
tortillas were brushed with the salsa, the dry Mrs. Wages Salsa mix was sprinkled
on the top of one side of the tortilla to add extra zest. Before the tortillas were
placed in the oven they were cut in a pattern that would allow for the shape of a
tortilla chip to be formed. The chips were then spread out on a baking sheet and
baked at 176.67 degrees Celsius for 10-12 minutes or until they appeared
browned and crisp. The tortilla shells were once again cut in the following
design:

![Design Image]

After each trial run, a sensory panel was conducted so that and evaluation of each batch
could be made to be able to find out which mixture and amount of salsa/water
combination makes for the best chip. The sensory panel consisted of college age
consumers. Each sensory panel conducted consisted of ten members. College age
consumers were chosen because of their need for convenience and quick snacks. Each variable was the same for each panelist. This was achieved by the following ways: all panelist tasted chips from the same batch so that there was no doubt that each of the chips were made the exact same way and each panelist conducted their taste test in the same room and this assured that the environment, such as temperature lighting and noise were all the same for each tests. All chips were room temperature with no variations in the temperature of the chip being changed at any time for any of the panelists, and finally the size of product varied from panelist to panelist but very slightly. The preparation for each sensory evaluation involved making sure that each panelist was in the same environment (room) so that the lighting, temperature of the room, and any distractions are equal so that there was no bias toward the evaluation of the product just because of the environment in which they are taste testing.
SENSORY SCORECARD AND PANEL:

- For each of the four trials 10 participants took part in a sensory panel and filled out a ballot that contained the following information:

Sensory Ballot Sheet for Salsa baked in tortilla chips

1=Strongly dislike, 2=Dislike, 3=Undecided, 4=Like, 5=Strongly Like
Place the number that you believe is true for each of the following characteristics

<table>
<thead>
<tr>
<th>Rating</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flavor Intensity</td>
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<tr>
<td>Crispness</td>
<td></td>
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<tr>
<td>Texture</td>
<td></td>
</tr>
<tr>
<td>Saltiness</td>
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<tr>
<td>Greasiness</td>
<td></td>
</tr>
<tr>
<td>Shape</td>
<td></td>
</tr>
<tr>
<td>Size</td>
<td></td>
</tr>
</tbody>
</table>

RESULTS OF THE SENSORY EVALUATION:

Each of the following bar graphs represents the average number that the participants rated each of the seven areas that were evaluated. All seven areas that were evaluated were individually averaged to find the general, average consensus of how the sensory participants felt about different characteristics of the product. The evaluations that were submitted on the scorecards directly effected how the chips were going to be improved upon on the next trial run. The sensory evaluation of the salsa baked into tortilla chips was a main contributor to the direction in which the project was going to take. Depending on the evaluations and which of the seven areas needed improvement upon was evaluated and analyzed after each trial and then corrections and adjustments were then made to try to improve upon the project.
**FLAVOR INTENSITY:**
The ratings for the Flavor intensity for each of the four trials were as follows:
- Trial one ratings: 1,1,1,1,1,1,1,1,1,1; The average for trial one is 1.
- Trial two ratings: 1,1,1,2,2,1,1,1,1,1; The average for trial two is: 1.2.
- Trial three ratings: 3,4,1,3,1,2,2,2,4,2; The average for trial three is 2.4.
- Trial four ratings 5,2,2,4,4,4,3,4,5,4,3; The average for trial four is 4.

![Sensory Evaluation Ratings for the Flavor Intensity of the Product](image)

Figure 1: Sensory Evaluation Ratings for the Flavor Intensity of the Product

**CRISPNESS:**
The ratings for the Crispness of each of the four trials were as follows:
- Trial one ratings: 1,2,2,1,1,3,1,3,1; The average for trial one is 1.6.
- Trial two ratings: 1,1,1,3,1,1,2,1,1,1; The average for trial two is: 1.3.
- Trial three ratings: 2,4,2,3,3,1,4,5,4,2; The average for trial three is 3.0.
- Trial four ratings 5,4,2,4,3,2,3,4,4,4,5; The average for trial four is 4.0.
TEXTURE:
The ratings for the Texture of each of the four trials were as follows:

- Trial one ratings: 3,4,3,3,5,2,2,2,3,2; The average for trial one is 2.9.
- Trial two ratings: 1,3,3,2,5,4,3,3,3,5; The average for trial two is: 3.2.
- Trial three ratings: 3,3,4,1,2,4,1,2,5,3; The average for trial three is 2.8.
- Trial four ratings 4,3,3,5,3,4,1,4,4,2; The average for trial four is 3.3.
SALTINESS
The ratings for the Saltiness of each of the four trials were as follows:
- Trial one ratings: 3, 4, 4, 5, 5, 2, 4, 4, 3, 1; The average for trial one is 3.5.
- Trial two ratings: 5, 3, 5, 5, 3, 2, 4, 5, 3, 4, 5; The average for trial two is: 4.4.
- Trial three ratings: 3, 4, 5, 3, 4, 2, 5, 4, 4; The average for trial three is 3.8.
- Trial four ratings 2, 4, 3, 4, 4, 4, 1, 5, 3, 2; The average for trial four is 3.2.

![Sensory Evaluation for the Saltiness of the Product](image.png)

Figure 4: Sensory Evaluation for the Saltiness of the Product

GREASINESS:
The ratings for the Greasiness likeness by the panelists of each of the four trials were as follows:
- Trial one ratings: 4, 4, 3, 5, 4, 3, 4, 2, 3, 4; The average for trial one is 3.6.
- Trial two ratings: 2, 4, 2, 4, 3, 4, 5, 5, 2, 2; The average for trial two is: 3.3.
- Trial three ratings: 4, 4, 3, 2, 3, 3, 4, 1, 2, 5; The average for trial three is 3.1.
- Trial four ratings 3, 4, 2, 4, 5, 3, 4, 2, 4, 4; The average for trial four is 3.5.
SHAPE:
The ratings for the Shape of the chips for each of the four trials were as follows:
- Trial one ratings: 1,1,2,1,3,1,1,2,1,3; The average for trial one is 1.6.
- Trial two ratings: 2,1,1,2,1,2,1,2,1; The average for trial two is: 1.4.
- Trial three ratings: 2,2,2,3,4,1,3,2,4,3; The average for trial three is 2.6.
- Trial four ratings 4,5,2,5,4,4,5,3,5,4; The average for trial four is 4.1.
SIZE:
The ratings for the Size of the chips for each of the four trials were as follows:
- Trial one ratings: 4,2,4,5,3,4,4,3,1,2; The average for trial one is 3.2.
- Trial two ratings: 5,2,4,5,4,3,5,2,4,4; The average for trial two is: 3.8.
- Trial three ratings: 5,3,1,2,5,4,4,3,4; The average for trial three is 3.5.
- Trial four ratings 3,4,3,4,5,4,4,5,5; The average for trial four is 4.1.

Figure 7: Sensory Evaluation for the Size of the Product

IV. Discussion
In the first three trial runs where the tortilla dough was made from scratch and all-purpose flour was used. “All-purpose flour is blended wheat flour with an intermediate gluten level which is marketed as an acceptable compromise for most household baking needs.” (http://en.wikipedia.org/wiki/Flour) All-purpose flour is made from hard wheats or a combination of soft and hard wheats. (Montana Wheat and Barley Committee) In the second method that was used when the soft tortillas were bought from the store, enriched bleached wheat flour was used. Both methods of trial runs used a flour mixture that contained more hard flour than soft. Hard wheats are higher in protein than soft wheats, and therefore produce more gluten. (http://www.wholehealthmd.com/) “Gluten
is responsible for the elasticity of kneaded dough which allows it to be leavened, as well as the "chewiness" of baked products.” (http://en.wikipedia.org/wiki/Gluten) Bleached flour has less protein than unbleached so even though it is more of hard wheat and produces gluten, less gluten could be produced since it is bleached. El Maizal large burrito flour tortillas had less of a chewy and soft affect and had more crispy characteristics than the chips that were made with the all-purpose flour in which contains more protein since it was unbleached. (http://whatscookingamerica.net/Bread/FlourTypes.htm) The amount of protein in each of the flour types could have contributed to the results received by the two methods. Also, the fact that the puréed salsa mixture was not added directly into the dough in the fourth trial like it had been in the first three trials, could have contributed to better results. Even though the salsa mixture was puréed, it was still considerably thicker than just pure liquid, such as water. The thicker viscosity of the dough could have directly affected the complete outcome of the chips. Sources of error that contributed to the project were human errors. Human errors that could have contributed to the project were correctly and precisely measuring ingredients out, temperature of oven not heated to the correct temperature, and not having the puréed salsa concoction mixed to the same thoroughness each and every time which could have directly affected the viscosity and the texture of the dough.
Water activity readings for all four trials did not fluctuate a great deal over the four trial runs. Trial two had the highest reading and trial four had the lowest water activity reading.

<table>
<thead>
<tr>
<th>Trial Run</th>
<th>Trial 1</th>
<th>Trial 2</th>
<th>Trial 3</th>
<th>Trial 4</th>
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<tbody>
<tr>
<td>Water Activity</td>
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<td>0.571</td>
<td>0.549</td>
<td>0.545</td>
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</tbody>
</table>

Overall, combining chips and salsa was a success. It had a few bumps along the way but overall lessons were learned from the failures of trial runs and those unsuccessful trials were then improved upon by not only improving the initially proposed method but going one step further and reconstructing a new method which turned out to be the best option in achieving the combination of salsa and chips into one convenient tortilla chip product.

As learned previously it is key to match the flour and its protein content to the use in which it is going to be used for because if not the results that are anticipated and hoped for will not occur. (Daniel, 2005) Suggestions to further better develop this would be to first use the correct flour if making the tortilla chips from scratch, instead of using water just simply use the puréed salsa mixture when adding the salsa into the dough, add more of the dry ingredients into the mixture to enhance the flavor to the maximum, and if the decision is made to not make the tortilla chip dough from scratch then simply brush on the salsa mixture and then lightly sprinkle the dry mix over the top to once again maximize flavor.
V. Overall Results of the Project

Overall, the first three trial runs of the project where the salsa was added to the dough and then rolled out and baked were not successful. The dough was extremely thick which resulted into not being able to roll the dough out to a very thin layer, which then directly resulted in the chips not being crisp. The texture of the chips in the first three trials were on the thick and clumpy side and did not bake smoothly, therefore an uneven bake of the chips resulted in half the chip being crispy while the other half still on the doughy side. Even thought the salsa mixture was puréed, it still affected the texture and how evenly the chips were baked. The flavor intensity of the chips also posed as a problem that could not be properly addressed. The intensity of the flavor of the chips was not intense or strong in the first three trials and the participants in the sensory panel were neither impressed nor pleased with the overall flavor of the chip. Even when adding more of the puréed mixture and adding a lot less water, the chips still were on the low end of the flavor intensity that was expected. The overall average ratings for the first three trials were not satisfactory, therefore a fourth trial was implemented to see if it could produce more likeable and tastier results. The fourth trial run where the tortillas were store bought and the puréed Mrs. Wages Salsa Tomato Mix mixed with chopped tomatoes was then thickly brushed on both sides of the tortilla and then lightly sprinkled with the dry Mrs. Wages Salsa mix as it was then cut into triangles and baked turned out to be quite a success. By using already made tortillas it solved the problem of uneven baking because the tortillas were already rolled then and that in turned allowed for even baking of the chips. The flavor intensity also took a dramatic increase while using this method. Not only were the tortillas brushed thickly with the puréed mix but then they were sprinkled
with the dry mix to add an extra boost of flavor. When the final product was done, some panelist even commented after the sensory evaluation that the chips were even a little on the spicy and hot side. Even though on the fourth trial the salsa was not directly baked into the tortilla dough, the convenience of combing salsa and baked tortilla chips was successfully achieved by using another method that was inspired by the evaluations that were collected from the sensory panelist.

The success that the fourth trial method had over the first three trial methods proved to be true in the overall averages of each of the seven areas that were evaluated by the members of the sensory panel the areas were flavor intensity, crispness, texture, saltiness, greasiness, shape, and size. Flavor intensity, crispness, shape, and size all averaged a rating of four or above in the sensory evaluations which prove that the panelist liked the chips but also indicated that there could be more improvement made to better the overall satisfaction of consuming the convenient salsa chip. The areas that did not live up to the panelist expectations were texture, saltiness, and greasiness. Saltiness and greasiness do not pose as much of concern as does texture because being a baked tortilla chip the overall healthiness of the chip needs to be more focused on so that it can be a healthy, convenient, and alternative snack rather than snacking on greasy, salty, and fattening foods. The texture is a concern and could stand for major improvement so that when consumers taste the chips they think of it as they are snacking on tortilla chips of the same texture and consistency instead of thinking of it as a cracker or a crisp-like product. The overall success and likeability of trial four is proven by the ratings that the participants of the sensory panels gave to it and since this project was highly dependent on the results of the sensory panel, trial four was a satisfactory achievement with room
for improvements. As with all projects and products, improvements can also be made to try not only improve qualities of the product but also to amplify and increase consumer satisfaction.

The ratings from the participants of the trial four sensory evaluations on the areas of flavor intensity, crispness, texture, saltiness, greasiness, shape, and size are represented in the bar graph below.

As seen from the following bar graphs the first three trial runs that were done by salsa being added to the dough and then the dough rolled out and baked were not a hit with the sensory panelist. All three trials had low ratings and in general none of the average ratings in the seven areas that were evaluated were in the like/strongly like category, whereas by using a different method in trial four that was not initially proposed the panelist rated most qualities of the chips much higher compared to the first three trials.
In most areas the first couple of trials do not even closely compare to the ratings that were given to the trial four batches of chips.

Figure 9: Sensory Evaluation Rating for the Flavor Intensity of the Product

Figure 10: Sensory Evaluation for the Crispness of the Product

Figure 11: Sensory Evaluation for the Texture of the Product

Figure 12: Sensory Evaluation for the Saltiness of the Product
Sensory Evaluation for the Greasiness of the Product

Figure 13: Sensory Evaluation for the Greasiness of the Product

Sensory Evaluation for the Shape of the Product

Figure 14: Sensory Evaluation for the Shape of the Product
Sensory Evaluation for the Size of the Product

Figure 15: Sensory Evaluation for the Size of the Product
References:


Consumer Reports. August 1995. Tortilla chips-with salsa on the side. 60(8): 538

Consumer Reports. September 2005. Salsa & Chips A hot combo. 70(9): 28


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http://whatscookingamerica.net/Bread/FlourTypes.htm
Will salsa’s physical properties allow it to be baked into tortilla chips?

Food Chemistry 453
Dr. James Daniel

November 21, 2005

Kelley Louise Donnelly
EXAMPLE OF A SENSORY SCORECARD GIVEN TO EACH PANELIST:

Sensory Ballot Sheet for Salsa baked in tortilla chips
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