

## Supplementary material

### Consumer Perception of Scientifically Formulated Avocado Fruit Juice and Assessment of its Antioxidant Potential and Essential Phytochemicals

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**Table S1. Coded categorical variables with three categories**

Independent variables	Coded value		
	-1	0	+1
Avocado pulp (A)	50	150	250
Honey (B)	5	12.5	20
Water (C)	50	100	150

**Table S2. Predicted optimization of process parameters by desirability approach**

Process Parameters	Target	Experimental Design		Optimum values	Importance
Avocado fruit pulp	Maximize	50	250	150	3
Honey	Range	5	`	12.5	3
Water	Range	50	150	100	3
<b>Responses</b>					
Flavour	Range	3.2	9.7	5.4	3
Mouthfeel	Range	3.6	9.8	6.5	3
Consistency	Range	3.4	9.6	5.4	3
Overall acceptability	Range	2.5	9.4	6.8	3

**Table S3. Total phenolics and flavonoids content of the formulated avocado fruit juice.**

Variables	Total phenolic (mg EAG g-1)	Flavonoids (mg EQ g-1)
V1	910.36	56.32
V2	546.69	34.46
V3	546.49	31.37
V4	544.13	35.15
V5	860.37	55.68
V6	904.27	54.32
V7	544.13	35.15
V8	184.34	11.59
V9	181.56	11.56
V10	538.03	34.84
V11	180.29	10.81
V12	544.13	35.15
V13	546.13	35.24
V14	186.01	10.69
V15	905.83	57.5
V16	544.13	35.15
V17	544.13	35.15

**Table S4. Microbial count of formulated avocado juice recorded during the shelf life study.**

Variables	No. of colonies			CFU/ml			Dilution
	Day 1	Day 3	Day 5	Day 1	Day 3	Day 5	
V1	7	11	19	$7 \times 10^{-6}$	$11 \times 10^{-6}$	$19 \times 10^{-6}$	$10^{-6}$
V2	5	12	18	$5 \times 10^{-6}$	$12 \times 10^{-6}$	$18 \times 10^{-6}$	$10^{-6}$
V3	11	18	27	$11 \times 10^{-6}$	$18 \times 10^{-6}$	$27 \times 10^{-6}$	$10^{-6}$
V4	12	17	28	$12 \times 10^{-6}$	$17 \times 10^{-6}$	$28 \times 10^{-6}$	$10^{-6}$
V5	9	13	26	$9 \times 10^{-6}$	$13 \times 10^{-6}$	$26 \times 10^{-6}$	$10^{-6}$
V6	16	22	31	$16 \times 10^{-6}$	$22 \times 10^{-6}$	$31 \times 10^{-6}$	$10^{-6}$
V7	14	19	25	$14 \times 10^{-6}$	$19 \times 10^{-6}$	$25 \times 10^{-6}$	$10^{-6}$
V8	12	18	29	$12 \times 10^{-6}$	$18 \times 10^{-6}$	$29 \times 10^{-6}$	$10^{-6}$
V9	14	21	33	$14 \times 10^{-6}$	$21 \times 10^{-6}$	$33 \times 10^{-6}$	$10^{-6}$
V10	15	20	34	$15 \times 10^{-6}$	$20 \times 10^{-6}$	$34 \times 10^{-6}$	$10^{-6}$
V11	14	18	28	$14 \times 10^{-6}$	$18 \times 10^{-6}$	$28 \times 10^{-6}$	$10^{-6}$
V12	12	19	29	$12 \times 10^{-6}$	$19 \times 10^{-6}$	$29 \times 10^{-6}$	$10^{-6}$
V13	13	21	31	$13 \times 10^{-6}$	$21 \times 10^{-6}$	$31 \times 10^{-6}$	$10^{-6}$
V14	13	24	33	$13 \times 10^{-6}$	$24 \times 10^{-6}$	$33 \times 10^{-6}$	$10^{-6}$
V15	13	21	32	$13 \times 10^{-6}$	$21 \times 10^{-6}$	$32 \times 10^{-6}$	$10^{-6}$
V16	12	18	27	$12 \times 10^{-6}$	$18 \times 10^{-6}$	$27 \times 10^{-6}$	$10^{-6}$
V17	14	20	31	$14 \times 10^{-6}$	$20 \times 10^{-6}$	$31 \times 10^{-6}$	$10^{-6}$