In this study, customer satisfaction levels, customer choices, attitudes, socio-demographical and economic characteristics were examined regarding the odor, flavor and taste characteristics of five breads supplemented with grape pomace and grape seed. For this purpose, 100 people representing the customers in Isparta city center were interviewed. According to the research findings, breads supplemented with 5% Narince seed (NS) and Narince pomace without seed (NWS) and those with 5% Öküzgözü pomace without seed (OWS) are acceptable in terms of appearance, crust and crumb color and those with 5% OWS are found to be unacceptable. The crumb colors of the breads were praised more than the crust color. It is thought to be resulting from the fact that the surface of the breads is not smooth and there are many fissures besides the surface roughness. All breads are considered to be acceptable in terms of grain structure and softness in the mouth/degree of being chewable. Regarding the softness in the mouth, test bread and bread supplemented with OS get the same score. They are followed by NS, NWS and OWS respectively. Odor and taste of bread supplemented with NS are liked most and followed by bread supplemented with OS. Overall, breads containing grape seed are more appreciated. On the other hand, breads containing NS are appreciated a little more than those containing Öküzgözü grape seed. This situation is thought to arise from the fact that red grape varieties add an unusual color, a sharper taste (sour) and aroma to the bread. Bread with the highest affordability are found to be those containing NS and followed by those containing OWS. As in the general characteristics of the breads, those containing pomace without seed are found to be with lower affordability grades. There is no relationship found as a result of statistical evaluations (chi-square) regarding affordability and socio-economic criteria including consumers’ education level, gender, income and age group. While 48.2% of the participants would prefer eating the breads at breakfast, 37% would prefer them at dinner. 62.8% of the participants stated that it would be better for breads to be sold at 250 g in weight. Regarding the participants’ evaluation of fiber ratio in breads, it was normal for 65%, excessive for 20%, extremely excessive for 3%, a little less for 10% and very little for 2%. 78% of the participant found the breads healthful. However, the number of positive judgments from the consumers increased and rose up to 96% after being informed about the health benefits of breads. The given situation is an important indicator regarding the fact that market potential in the market can be increased by informing the consumers about the health benefits of breads containing grape seed/pomace. On the other hand, even if the consumers are aware of the health benefits of fiber rich breads, fiber-free white bread is preferred due to the taste preferences of a conventional palate. The consumption
of functional bread can be increased by increasing the awareness about the health benefits of fiber rich breads.

**Keywords:**

Grape pomace, grape seed, bread, fiber, acceptability