The aim of the current study is to analyze consumers’ preference for beef cuts based on organoleptic properties. Beef cuts were analyzed by a tasting panel comprising 56 tasters, on April 12th, 2018, in Cruzeiro do Sul County, Acre State. Tasters were divided in two groups comprising 28 people (men and women). Their preference for beef cuts was evaluated based on indices such as color, odor, flavor, juiciness and tenderness, which received scores from 1 (bad) to 5 (excellent). The herein analyzed beef cuts were: Short Ribs, T-Bone, Prime Rib, Rump Cover and Tomahawk. The first group tasted the beef cuts in a row, whereas the second group tasted them in a random sequence. The cube-shaped samples (2 cm of pure meat) were prepared without seasoning and roasted in a barbecue pit filled with charcoal. During the tasting session, tasters attributed scores, which were recorded in a file card, based on the quality of the beef cuts. The classification of beef cut properties was subjected to the Kruskal Wallis test. Rump Cover was the beef cut recording the highest preference rate (96%) in both groups, although it did not present significant difference from the Prime Rib (94%) when it was served in a row. Beef cuts such as Short Ribs and Tomahawk recorded the lowest preference rate (76%) in both groups. Properties such as tenderness and flavor recorded the greatest difference between beef cuts in the tasting panel. T-Bone and Prime Rib presented excellent flavor, but low juiciness. Tenderness recorded the highest difference between Rump Cover and Short Ribs. Results showed that Rump Cover was best beef cut. Tenderness and flavor were the main properties influencing tasters’ preference, regardless of the tasting order.

Keywords: Color, Tenderness, Rump Cover, Prime Rib, Tomahawk