

## ABSTRACT

Seaweeds have been eaten in the diets of coastal cultures for centuries; however, consumption of seaweeds has seen limited interest in Western diets due to undesirable sensory characteristics, and a lack of familiarity and accessibility. Apart from healthful bioactive metabolites, seaweeds are good sources of fibre, protein, minerals, and have a low-fat content (mainly mono or polyunsaturated). The objective of this study was to investigate if brown seaweed, *Ascophyllum nodosum*, or red seaweed, *Chondrus crispus*, could be feasibly added to bread. Additionally, to determine how, if at all, brown or red seaweed altered the sensory properties of whole-wheat bread. The two seaweeds were incorporated into separate batches of whole wheat bread by percentage weight flour at 0% (Control), 2%, 4%, 6%, and 8%. The samples were presented to consumers (n= 54 (M= 20, F= 34) and n= 64 (M= 16, F= 48) to determine the sensory characteristics and the overall liking of the breads. *A. nodosum* and *C. crispus* breads were acceptable at 4% and 2% levels, respectively. The attributes of no aftertaste, soft and chewy, drove consumer liking of whole wheat bread, while attributes dry, dense, strong aftertaste and saltiness detracted from liking. The significance of this project is to demonstrate the acceptability of seaweed in a Western population, which may lay groundwork to encourage and promote the consumption of seaweed or to exemplify seaweed incorporation into foodstuffs.