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## **MODERN FACTORS OF FORMATION OF CONSUMER PROPERTIES AND QUALITY OF COFFEE PRODUCT**

### *Summary*

The article focuses on the importance of forming properties and qualities of coffee by socio-economic, commercial, commodity and consumer principles. The necessary normative and technical support for the production of coffee products in Ukraine is provided, that conforms to international technical conditions, standardized technological principles and other attributes. The modern system of technical regulation of quality and safety of coffee as a raw material, the conformity of identification signs of coffee grain with botanical species, varieties, and sorts is motivated. The modern principles of qualimetric confirmation of consumer properties, quality, and safety of ready-to-eat coffee products according to the regulated indicators are argued. The emphasis is placed on the formation of a culture of coffee consumption in Ukraine, in particular, in terms of growing demands of the modern consumer. The factors of creating a complex of consumer properties of coffee and their market realization at the level of domestic commercial enterprises are schematically represented. New approaches are being formulated to understand the functional perfection of a coffee product in terms of botanical characteristics, selection characteristics, component and chemical composition of coffee beans. The essence of the principles of forming the consumer properties and ensuring the quality of the coffee product according to social requirements, needs of the modern consumer, market opportunities for meeting the needs, requirements for the implementation of the quality level of coffee and the organization of the corresponding product service are determined. The comparative characteristics of coffee beverages by assortment types and breeding varieties are presented, which is the basis for expanding the range of coffee by aroma, taste and other physiological manifestations on the human body. The importance of informational support of a coffee product, complete marking information for the consumer is determined. Author's approaches to increasing the level of culture of production and consumption of coffee in Ukraine are offered.

*Keywords:* coffee, coffee bean, coffee product, consumer properties of coffee, coffee quality, functional value of coffee, chemical composition of coffee, extractive substances of coffee, caffeine, culture of coffee consumption.

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