

ABSTRACT

The present invention relates to a method for assessing an aroma component that can be added to a food or beverage product, and a method for preparing a flavor composition comprising adjusting a blending ratio of an aroma component on the basis of the assessing method. In the present invention, regarding two or more types of aroma components contained in a food or beverage product that are discharged from the nose via the posterior nasal cavity when consuming the food or beverage product: a change in concentration of each aroma component with respect to the number of breaths (t) during a breath cycle is measured; when an area under the curve value (C) of each number of breaths is approximated by a power function represented by an equation $C = a \cdot t^{-b}$, an area under the curve value (a value) per unit amount for the first breath and a coefficient (b value) indicating a degree of attenuation of the area under the curve value are respectively calculated; and the influence on flavor of the aroma component contained in the food or beverage product is evaluated by using the magnitude relationships of the a value and the b value of the two or more types of aroma components as an index correlated with the magnitude relationship of the extent of the influence on the flavor of the food or beverage product.