

Research Title	Development of Standard Recipe for Purple Rice lanna ice cream
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The development of standard recipes and consumer acceptance on purple rice Lanna ice cream are significant purposes of this research. The 50 persons, teachers students and officers who work at Suan Dusit Rajabhat University in Lampang Center, were participants of this study. Purposive sampling and Hedonic scaling test were used to collect data; the questions related to sensory evaluation, color, flavor, taste, texture, and overall liking from three kinds of purple rice Lanna ice cream recipes and also recognized by 5 expert of Sensory Evaluation of Food. Subsequently, using statistics calculated the percentage, mean and standard deviation. The result demonstrated that the first recipe that has been accepted in color, flavor, taste, texture, and overall liking; the level is most preferred. The average is 7.2, 7.6, 7.4, 7.2 and 7.4 respectively. From the development of fundamental ice cream recipe is divided into 10 recipes found that the first recipe is the most acceptance in color, flavor, taste, texture, and overall fondness. The averages are 7.74, 6.56, 7.10, 7.12, and 7.22 respectively. The second recipe the averages are 7.16, 6.54, 6.78, 6.66, and 7.04. The third recipe there is only 2 consumers' acceptance the averages are 7.22, 6.44, 6.78, 6.88, and 7.06, respectively.