

## THE MODERN ASPECTS OF THE LOW-ALCOHOL FERMENTED BEVERGES PRODUCTION

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**Introduction.** One of the major problems in currently society - satisfaction population needs for high quality of fermented beverages. Today, the consumer, buying goods, paying particular attention to the component composition of drinks, that the product contains only natural ingredients. Particular attention is given to products with therapeutic or curative properties. Development consumer market in Ukraine increases the interest of producers in the expansion of the range of beverages. One area for this is the production of low alcohol beverages with different organoleptic and physic-chemical properties. In this respect, it is of interest sidr - natural low-alcohol beverage obtained in the fermentation of apple juice to other fruit (pear, plum, grape, cranberry) with further possible saturation of carbon dioxide.

**Results and discussion.** Due to the high mass concentration of organic acids, phenolics, minerals (macro and micro elements) and vitamins and low particle volume of ethyl alcohol ciders are characterized by high therapeutic and prophylactic properties -diuretic, protivopodagrennymi, anti rheumatic, anti-alcoholic and derive radionuclides and heavy metals from the body. On the Ukrainian market are the following types of cider: Somersby, Cidre Royal, Cidre Royal, Royal Fruit, APPS, Zonk, CIBER. They are made of natural apple juice from these varieties apple as Antonovka ordinary, Askold, bilberry, Perry Moscow, Doneshta, and Eder, Priscilla, Rennet, etc., - by natural fermentation. This sugary drinks, with a refreshing apple flavor and a slight fruity-floral scent does not contain dyes and preservatives, the greatest demand in the hot season. Excellent quench thirst, thanks tonic properties of apples. A promising market is the emergence of cider kinds of fermented drink based on apple juice with the addition of the biologically active components of plant origin (extracts of herbs, cherry, plum and currant puree, extracts of aronia, etc.). Thus, among european consumers is Kelvish product of natural fermentation. Made of natural apple juice with no added alcohol. Only natural flavorings are used for the production of apple cider with fruit flavors. Apple cider with fruit taste (with taste of pear, black currant, cherry, raspberry, strawberry with mint and strawberry). Today declared the appearance on the market of Ukraine cider production companies APPS so flavored elderberry and lime and apricot.

**Conclusion.** Thus, the increase in demand for alcoholic beverages of fruit juices, determines the relevance of the development of composition and technology of the new fermented beverage based on vegetable raw materials.