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| Journal Name: | [Advances in Research](http://www.sciencedomain.org/journal/31) |
| Manuscript Number: | **Ms\_AIR\_139952** |
| Title of the Manuscript: | **Assessment of Sensory Attributes and Consumer Preference of Softy Ice Cream Formulated with Muskmelon Pulp** |
| Type of the Article | **Original Research Article** |

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| PART 1: Comments | | |
|  | Reviewer’s comment **Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | **Author’s Feedback** (It is mandatory that authors should write his/her feedback here) |
| **Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.** | This investigation significantly advances the domain of food science and the innovation of functional dairy products by examining the feasibility of integrating muskmelon pulp as a value-added component in soft serve ice cream. It underscores the capacity of natural fruit integration to augment sensory characteristics in alignment with contemporary consumer expectations for clean-label and nutritionally fortified frozen confections. The findings of this research hold particular significance for the dairy sector, food product innovators and health-conscious consumers in pursuit of novel alternatives. Furthermore, the study provides empirical data regarding consumer inclinations, thereby serving as a valuable resource for both academic inquiry and commercial product development. | The current investigation studies the effect of addition of muskmelon pulp on softy ice cream and its sensorial properties and the consumer preferences. The current study concluded that T3 (20 % Muskmelon pulp) showed significant higher scores in all sensory parameters and was preferred by the consumers. |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | The title needs to be clear and well defined;  “Development and Consumer Assessment of Muskmelon-Enriched Soft Serve Ice Cream: A Sensory-Driven Investigation.” | Title was changed to “Development and Consumer Assessment of Muskmelon-Enriched Soft Serve Ice Cream: A Sensory-Driven Investigation” |
| Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here. | The Abstract is well written and informative, could include the following suggestions;  Consider streamlining the methodological information to minimize excessive wording. Introduce the count of untrained participants, specifically "30," earlier in the abstract for enhanced clarity. | Changes were made accordingly. |
| Is the manuscript scientifically, correct? Please write here. | The results are clearly presented and well-discussed with proper interpretation. | Results were rechecked for any errors, minor grammatical mistakes were fixed. |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | References mentioned in the study is good, but should concentrate on the following suggestions;  1. Studies highlighting the rise of clean-label concepts in frozen sweet treats since 2020.  2. Research examining consumer preferences regarding functional dairy items.  3. The latest FSSAI regulations concern fruit-flavored ice creams or frozen treats. | Changes were made accordingly. |
| Is the language/English quality of the article suitable for scholarly communications? | The English used in the research paper is academically sounds good but need to check the grammatical errors in the words and alignment of the texts. | Changes were made accordingly |
| Optional/General comments | This is a well-executed applied research study that offers distinct insights for food innovation within the dairy industry. | Agreed. |

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| **PART 2:** | | |
|  | Reviewer’s comment | **Author’s Feedback** (It is mandatory that authors should write his/her feedback here) |
| **Are there ethical issues in this manuscript?** | *(If yes, Kindly please write down the ethical issues here in detail)* | None |