ABSTRACT
The aim of the present research and study was to obtain different types of rosehip liqueur by capitalization of rosehip in food industry and especially in the alcoholic beverages industry. As a result of a market study conducted by us in Romania, we noticed that such a type of liquor is non-existent, so our products contribute to the enrichment liqueurs market from Romania with several different types of rosehip liqueurs. We obtained in a first phase a 100% natural liqueur, in which we added food colorant, coffee extract, and thickener in order to obtain assortments appreciated by several classes of customers. After obtaining, we performed physical and chemical laboratory analyses, aiming to determine antioxidant capacity, vitamin C content, alcohol concentration, total and direct reducing sugar, total dry extract, flavonoid content, acidity, ash and esters. After the results evaluation it was found that our liqueur falls into the limits imposed by STAS regarding the obtaining and selling of liqueurs, and it was included in the dessert liqueurs -category.

KEYWORDS
Liqueur, rosehip, market research, food coloring.

REFERENCES