

## ABSTRACT

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*Innovations in the food industry are constantly evolving to meet the increasing demand every day. One of the latest trends is the development of healthy and natural food. In this context, this researcher aims to develop innovation in the form of sponge cake pudding based on green spinach leaves. Green spinach leaves were chosen as the base ingredient in the pudding product because they are rich in nutrients and contain many benefits and ingredients. Spinach leaf-based sponge cake pudding is an alternative choice as a healthy food besides containing high vitamins and minerals. The addition of spinach leaves provides a natural flavor and aroma. The purpose of this study was to determine the recipe formulation of green spinach leaf-based sponge cake pudding and consumer acceptance of green spinach leaf-based sponge cake pudding, which at this time many people have begun to be health conscious and consume products with natural food ingredients. This innovation has the potential to support the development of healthy and environmentally friendly functional foods. The method used in this research is an experimental method in which two recipe formulations with natural ingredients with a quantity ratio of 100gram spinach leaves and 150gram green spinach leaves are innovated in pudding products and consumer acceptance tests using organoleptic tests by giving two samples of products to 100 respondents randomly by distributing questionnaires. The results of this study resulted in a recipe formulation with testing the green spinach leaf-based sponge cake pudding formulation acceptable to the public through the acceptability test.*

*Keywords: Pudding, Sponge Cake, Green Spinach Leaf*