It is offered to use a powder from non-traditional plant raw materials, namely from flowers of the sudanese rose, in the production of toffee. The expediency of introducing a powder from the flowers of the sudanese rose to the toffee formula at the stage of replication of the toffee mass in an amount of 2.5 % of the total mass of the raw materials is proved. The recipe for toffee "Floral" has been developed with increased biological value.

An assessment of the quality of new types of toffee of increased biological value for organoleptic, physico-chemical and microbiological indicators was carried out. It was found that when the powder was added from the flowers of the sudanese rose, the toffee had a pleasant aftertaste and the smell of the flowers of the sudanese rose, acquiring a pleasant brown with a red-violet hue. When the powder was added from the flowers of the sudanese rose, the mass fraction of moisture in the toffee did not change as compared to the control sample, the mass fraction of the reducing substances was slightly increased, and the mass fraction of fat remained unchanged. The results of the assessment of the quality of toffee with the addition of powder from the flowers of the sudanese rose indicate the compliance of the developed products with the requirements of the current regulatory documentation for organoleptic, physicochemical and microbiological indicators.

It is established that the addition of powder from unconventional vegetable raw materials will enrich toffee with natural vitamins, microelements, organic acids and other biologically active substances, remove the toffee essence from the formulation, somewhat reduce the energy value of the finished product, acquire an attractive appearance, directed health properties, and extend the shelf life without deteriorating its quality.

**Keywords**: toffee, sudanese rose, quality.