



Enabling Food Innovation Project

DANCING DUCK

Dancing Duck brewery was founded by husband and wife team Ian and Rachel in December 2010. Ian has worked as a brewery design engineer for 14 years, his job has taken him all over the world from Newcastle to Africa to Bury St Edmunds to the Caribbean to the Blue Ridge Mountains of Virginia and then back to Burton-on-Trent. He advises on the design for breweries and how they will run most efficiently whilst having the least impact on the environment. Rachel is the head brewer and has won many awards for her beers.

Project Brief: 3 Nov 2016

1. Dancing Duck brewery requires some of their signature beers to be tested and qualitative/relative visual outputs such as (flavour lexicons, star diagrams) to be produced for use in marketing material with pub owners and consumers. This is to demonstrate the flavour differences within the range and the company's attention to detail in respect of flavour.
 2. Testing out various hop oils in their brew, added post brew, to create potential new products with interesting characters.
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The Response: Nov 2016

1. Research into rapid sensory profiling techniques has concluded that a form of flash profiling (ranking descriptive analysis) will allow the beer range to be profiled using consumer-friendly language.
 2. A series of evening profiling sessions are to be set up with regular beer consumers to carry out the profiling and the data is to be collected and analysed at the UoN to produce visual diagrams/maps of the flavour differences overlaid with descriptive terms.
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Benefit to Business:

“The business will be able to offer a new way of describing its beer product on the label to its consumers, based upon a formal Sensory Science process, to give it marketing advantage. The help we received from the Sensory tea was fantastic, their work has enabled us to produce an easily understandable and professional looking



visual representation of the flavour profile of our core beers. We have added these images to our bottle labels to give us a stand out presence in a crowded marketplace”

Rachel Matthews – Dancing Duck Holdings.