Enabling Food Innovation Project

JEYEL FOODS LTD

Jeyel Foods are looking to develop a range of authentic, Indian curry sauces for retail, with the unique USP of being designed with sauce sensory properties matched to the meat or vegetable type in the dish.

Project Brief: 21 Oct 2016

1. Sensory testing to test acceptance of different recipes versus key competitors, and to get information on best spice heat level.
2. Help to calculate the nutritional information for the sauce packaging.
3. Help with production scaling up/facilities for manufacture.

The Response: 19 Dec 2016

1. A sensory acceptance test was run at the Sutton Bonington Farmers Market.
2. Three recipes of Jeyel chicken korma were tested against each other and two competitor products using consumer volunteers attending the market. Consumers rated each sauce for:
   a. Overall liking on 9 point category scale
   b. Spice heat level on a 'Just about right scale'
   c. Their general comments on why they liked or disliked the sauces.

Data was captured and analysed using the IPads, Compusense software and expertise of staff in the UoN Sensory Science centre. One sauce was shown to be as acceptable as, if not better than the competitor products and data on the spice heat level and indications of other important sensory attributes for Kormas was passed to the company to inform their development process and make decisions on which recipes to launch.

Benefit to the Business:

Below is a quote from Jeby Samuel "Thank you for all your help today. I had a brilliant time interacting with different people during the tasting session. The exposure today gave me a good insight in to how the markets work and also the effort required to set up the stall. A special thanks to Alice who probably worked harder than me. I truly appreciate all your efforts. Thanks again. Kind Regards, Jeby"

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Sensory Acceptance Test at the Sutton Bonington Farmer's Market – Dec 2016