



University of Nottingham  
Innovation Support Centre

A Quick Intro to Sensory Evaluation

28th Oct 2017

Innovation support for Food and Drink SMEs

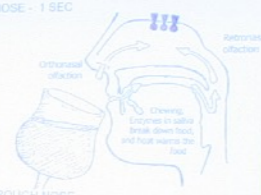
BEAK ALES

BEAK ALES



**Basic steps in assessing beer sensory properties**

1. APPEARANCE:  
colour, clarity, head, visual carbonation
2. SWIRL & QUICK WAFT UNDER NOSE - 1 SEC
3. SWIRL & 2 SEC SNIFF
4. COVER GLASS WITH HAND, SWIRL, CONCENTRATE AROMAS TO HEADSPACE, BIG SNIFF.
5. TAKE A SIP AND SWIRL IN MOUTH - NOTICE TASTES
6. SWALLOW AND BREATHE OUT THROUGH NOSE (PINCH NOSE, SWALLOW, UNPINCH - CONCENTRATE AROMAS)



**Food Innovation Centre**  
Innovation support for Food and Drink SMEs