Getting Started With Sensory Evaluation

25 July 2018, 9.00am – 17.00pm

The Enabling Innovation team would like to invite you to attend a special 1 day beginners Sensory Evaluation workshop at the University of Nottingham, Sutton Bonington campus.

Many small food and drink businesses are founded around a passion for delivering an amazing sensory experience and consumers will only repeat buy if their expectations of a product have been met. Sensory evaluation is not just a research tool used by scientists or big companies. It is a way of assessing the organoleptic properties (appearance, aroma, flavour, taste and texture/mouthfeel) of a product in controlled, fair and systematic ways to monitor & control quality, give you information to direct your product developments and understand what the consumer really wants. Since the quality of the sensory experience is such a key selling point for many smaller food brands, it is important to know how you can evaluate sensory properties of your product in practice. This workshop is designed for complete beginners who want to understand what sensory evaluation is, where it can be applied within a food business and how to get started by doing some testing within your business.

What we will cover:

This FREE workshop will aim to cover an introduction to the following areas and includes lunch:-

- Areas within a typical food business that sensory can be helpful

- Golden rules for sensory evaluation tests.

- Tips and tricks for reducing bias and ensuring fair tests.

- How to set up and carry out a test to see if a difference can be detected. (in ingredient, process etc.)

- How to set up a 'tasting team' in your company (even if there are only 3 of you!).

- How to use a team of people to describe sensory properties of a product and compare it to the competition.

- Tests for monitoring sensory quality batch to batch.

- Testing for acceptance of a new product with consumers & how to use the same technique for benchmarking.

RSVP to linda.molyneux@nottingham.ac.uk

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