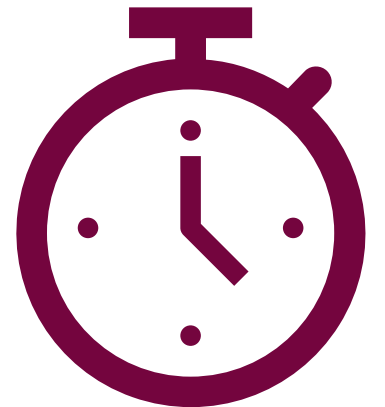


Sensory Evaluation Methods Workshop in the Sensory Booths

Food a Fact of Life conference
Led by : Jess Limb and Amy Downing

Workshop Agenda

- **Introduction** – *10 minutes*
Welcome and overview of the session.
- **Practical Activity** – *25 minutes*
Hands-on practical activities you could do with your students.
- **Questions and Close** – *10 minutes*
Q&A session and closing remarks.



What is Sensory Science ?

Sensory Science is the study of how people perceive and respond to the world through their senses—**sight, smell, taste, touch, and hearing**. We use a combination of the sense when we consume food and drink.

Using our sense when we eat or drink help us to :

- Develop our personal preferences for foods (Likes/dislikes)
- Evaluate foods for through preference or discrimination test
- Experience satisfaction and enjoyment from foods
- Identify food quality and detect spoilages



The role of Sensory Science in the Food Industry

Sensory Science is used in the food industry to:

- **Product Development and re-development** : Evaluates organoleptic properties to align with consumer preferences or to match existing products.
- **Consumer Research**: Identifies trends and preferences for targeted innovation
- **Quality Control**: Ensures consistent sensory experiences across batches.
- **Competitive Benchmarking**: Compares products with competitors to find development opportunities.
- **Shelf-Life Studies**: Assesses changes in sensory properties over time.

Factory Sample Current



Factory sample Reformulation



Practical Activity's

Test 1 ~ Aroma/Flavour Recognition

Test 2 ~ Identification of the Basic Tastes

Test 3 ~ Texture Description

Test 4 ~ Odour Description

Test 5 ~ Taste Threshold

Test 6 ~ Flavour/Colour Identification

Test 7 ~ Sensory Test using JAR Scales

Test 8 ~ Duo-Trio Test



Q&A and close

**Thanks for participating
and any question ?**

