Sensory Evaluation – Foundation Level

Training Course Content (1 day)

Introduction

Sensory evaluation is often described using the definition of the Institute of Technology - a scientific method to evoke, measure, analyse and interpret those responses to products as perceived through the senses of sight, smell, touch, taste and hearing.

Evaluating the sensory characteristics of a product is a powerful tool which can be called upon to inform decision-making during all stages of a product life cycle. It can be used for quality control, to determine shelf life, to gauge whether a new product is worth launching onto the market, to identify the sensory attributes driving consumer preferences or to check if the product is affected by storage or packaging. Sensory and consumer testing can also provide insights into human behaviour and perception at a more fundamental level.

Sensory evaluation can be divided in two categories of testing: objective and subjective. In objective testing, a selected or trained panel assesses the sensory attributes of a product, where subjective testing measures the consumers' reactions to the sensory attributes of a product.

Successful sensory testing is driven by setting clear objectives, developing robust experimental strategy and design, applying appropriate statistical techniques, complying with good ethical practices and delivering actionable information to help decision-making. Appropriate training is essential to ensure the sensory professional has the necessary technical and interpersonal skills.

The aim of this course is to provide sensory professionals with an insight of the fundamental principles of sensory sciences.

1 - The Human senses and sensory properties of a product

- The 5 human senses, organs related and associated sensory vocabulary.
- Inter-relation between senses and potential influence on sensory analysis
- Sensitivity

2- Human perception of sensory Stimuli

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- Physiological, psychological and cultural factors that can affect the perception and response to sensory stimuli.
- The necessity of training and calibrating the assessors' responses to stimuli.
- Different levels of assessor training: from minimum screening to experts.

3- Setting up a sensory panel

- Factors to consider when recruiting and screening assessors.
- Internal panellist versus external panellists
- The suitable personality and attitude to look for in assessors.
- Importance of assessor's sensory acuity for sensory analysis and what can impair it.
- Description and application of the different screening tests

4- Best practices when conducting sensory panels

- Test room
- Presentation of the samples
- Assessors control
- Product details and relevant product data to be recorded.
- Main health and safety risks when ingesting or handling food or non-food products.

5- The different methodologies used in sensory sciences

- Discrimination tests
- Descriptive Profile methods
- Temporal and Dynamic methods
- Hedonic tests (acceptance and preference)

6- The basics of statistics applied to sensory sciences

- Definitions
- Probability and hypothesis testing
- Interpretation of the results

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Organisation:

Organiser and Presenters: Audrey L'Yvonnet - Sensory Study Manager at ALS.

Venue: ALS Full Sense Laboratory
Unit 7 & 8 Aspen Court
Rotherham, S60 1FB
South Yorkshire
United Kingdom

Reservations and directions - An acknowledgement of booking will be sent together with directions to the venue on receipt of the registration form. A VAT invoice will be issued on receipt of payment.
Payment of fees is required by the date of the course.

Fees: **£550.00 + VAT** per person - VAT to be charged at the applicable rate.
Lunch and refreshments will be provided throughout the day. If you have any special dietary requirements please confirm these at the time of booking.

A certificate of attendance will be provided after the session.