

SFNI Conference
Teagasc 30th September 2019



Two Sensory Service Case Studies

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Test Kitchen facilities



Facilities

- Facilities
- Expertise
- Consumer Taste Panels
- Trained Sensory Panels
- Focus Groups
- In-company Mentoring
- Training Workshops



18-booth sensory Tasting Rooms



Prepared Consumer Foods Centre & Packaging Suite



How is sensory science used in the food industry?

Product Development	<ul style="list-style-type: none">• New products, recipe / process changes, etc
Quality Control	<ul style="list-style-type: none">• Products, ingredients
Shelf Life	<ul style="list-style-type: none">• Best before date
Benchmarking	<ul style="list-style-type: none">• Comparing with the competition
Problem Solving	Taint identification, off-flavours

Case Study 1



We want to convince a major retailer our Free From confectionary product is far superior to their current supplier's.

The Issues

- Recruitment of the correct consumer panel crucial
- Timescale – analysis & reporting deadlines were very short
- Report – needed to be very clear & user friendly
- Decided on Consumer Preference & Acceptability Tests
- Compusense Cloud Software used for:
 - » Project set up & data Capture
 - » Results compiling & presentation

Consumer tests

***“Which sample is the most preferred
or most acceptable”?***



Consumer tests

Quantitative – measurement of consumers opinion

- Preference tests
- Acceptability tests

9 point hedonic scale

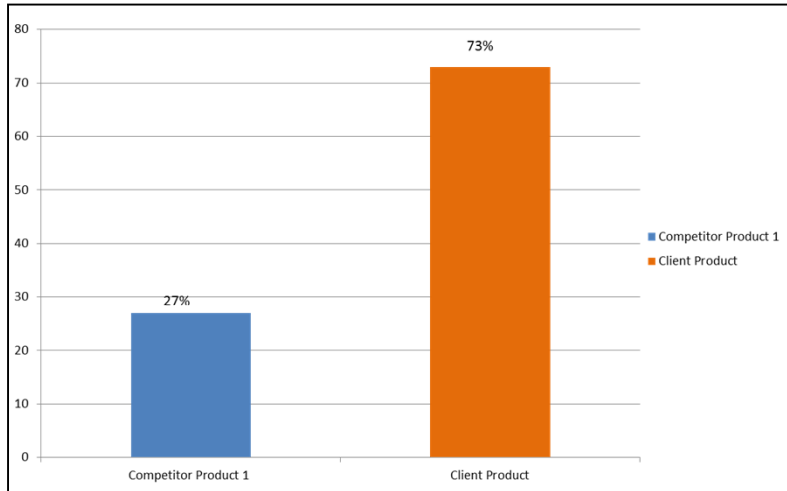
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dislike extremely			Neither like nor dislike			Like extremely		

JAR Scores

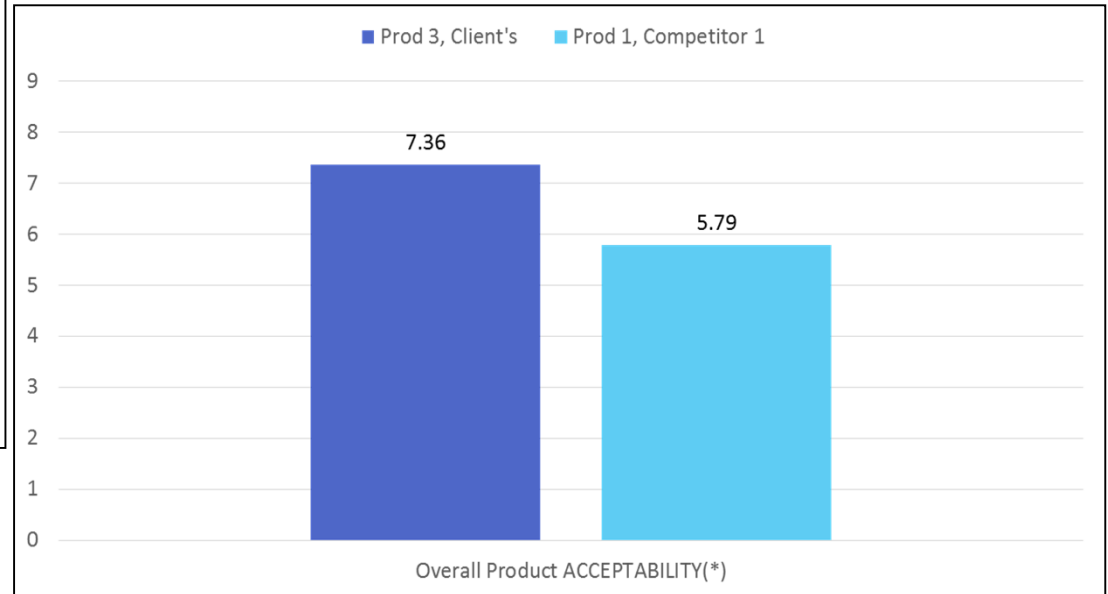
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not sweet enough		Just about right		Too sweet

Results

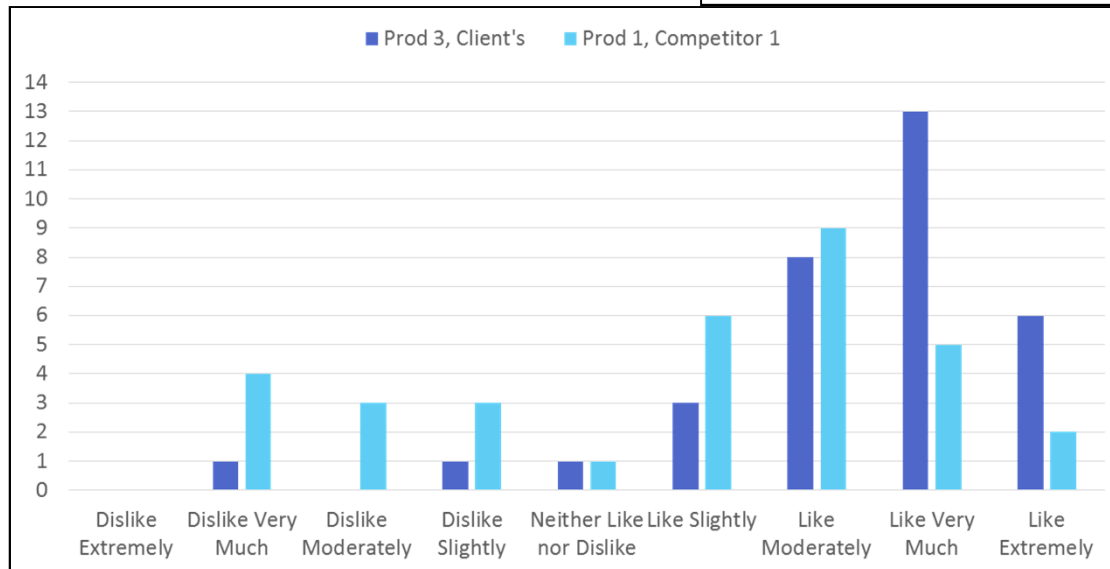
Overall Preference



Overall Product Acceptability

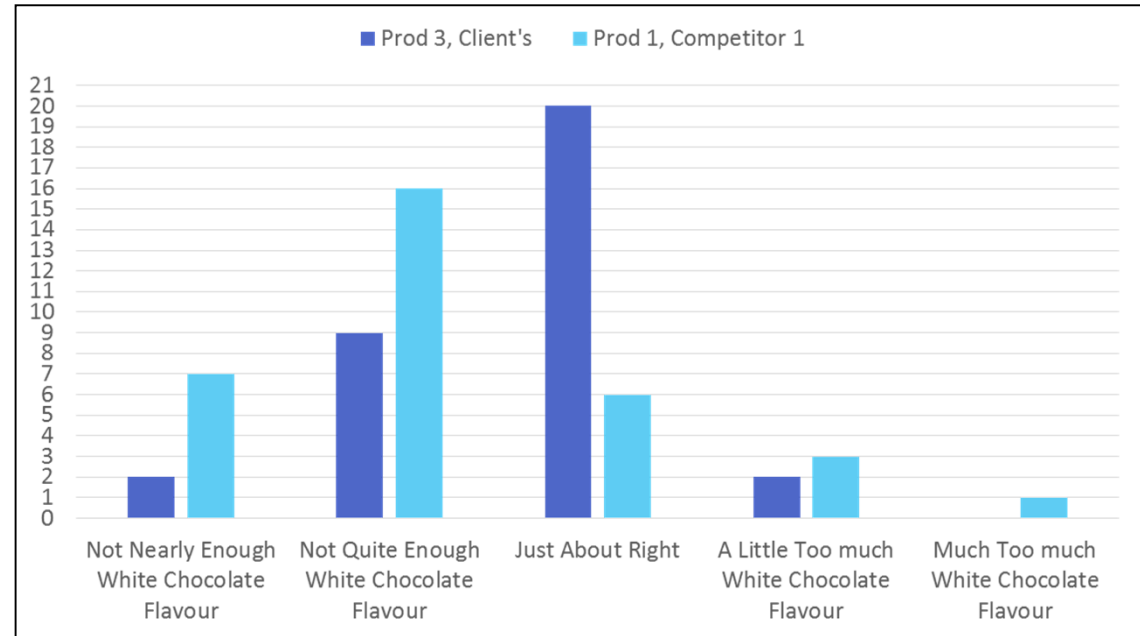


Overall Product Acceptability

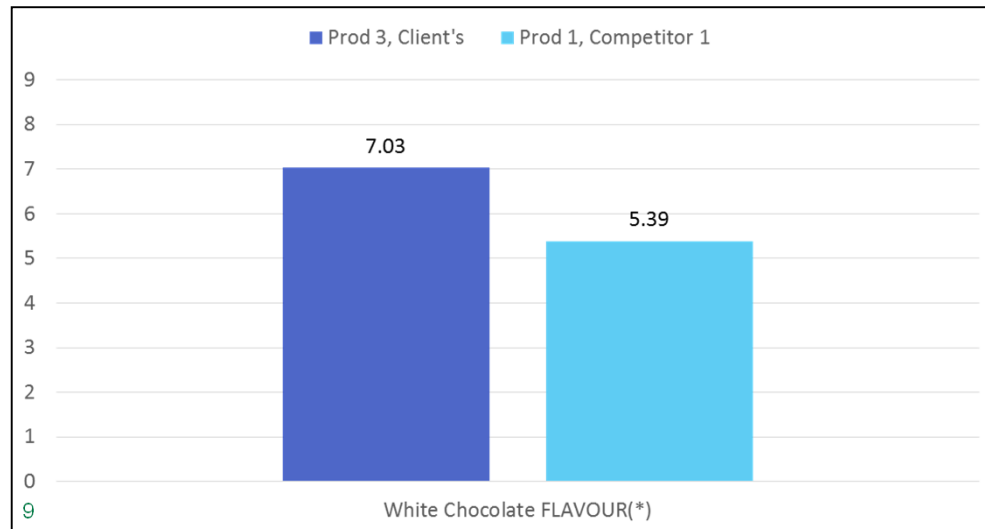


Results

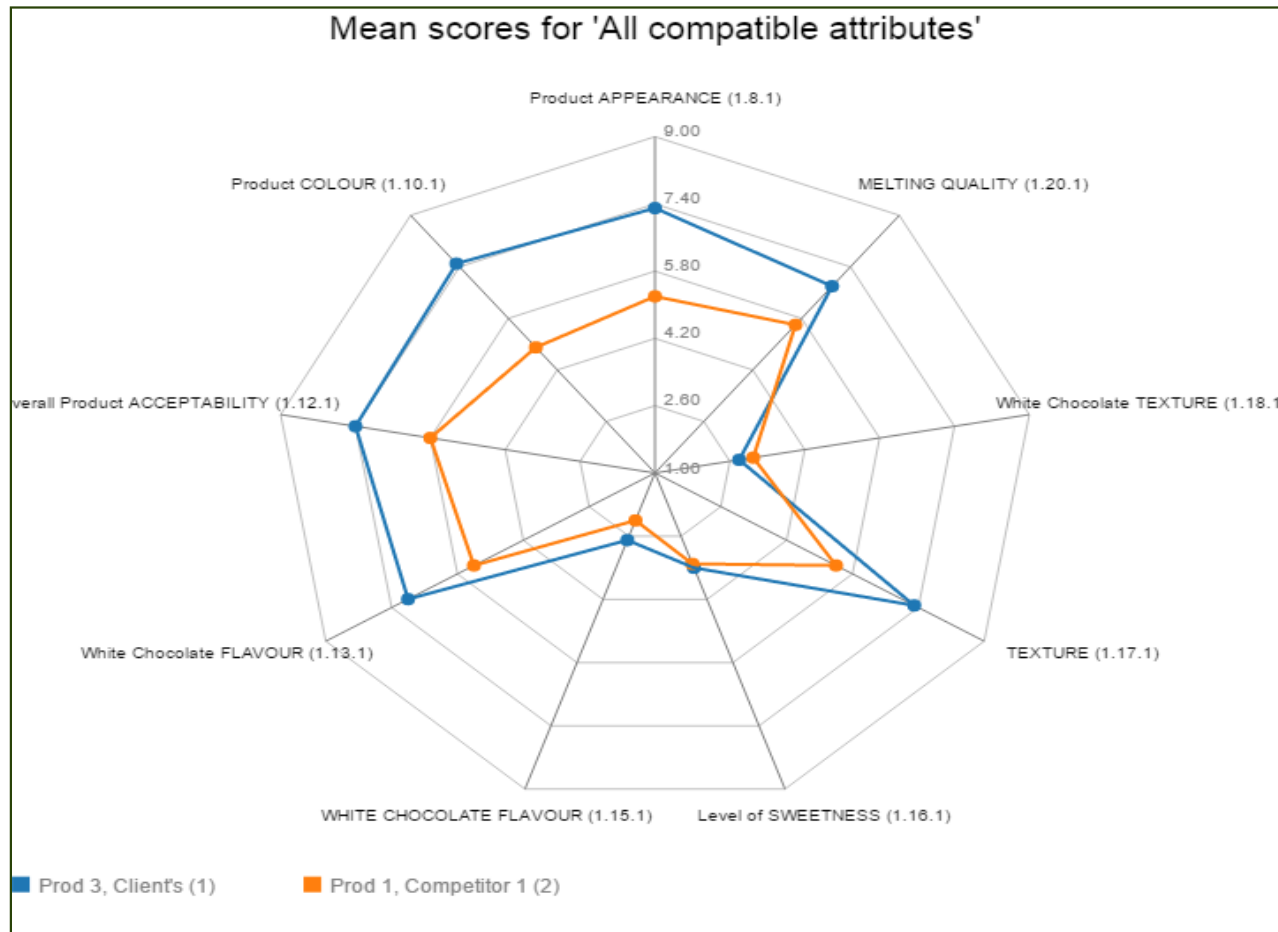
JAR – White Chocolate Flavour



Liking – Product Flavour

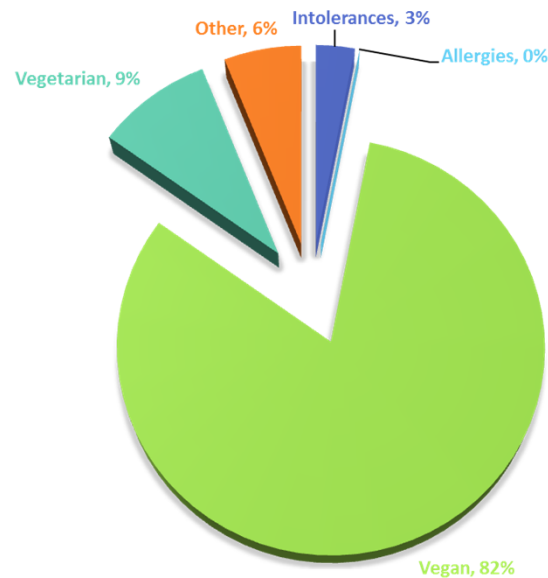


Mean Scores for all attributes



Report

- Outline of project given
- Full findings summarised
- Demographics: Age, Gender
- Purchasing habits
- Panellist's comments analysed & summarised



Why choose Free From confectionery

Case Study 2



Which recipe will we run with for our branded cooked sliced meat product?

The Issues

- Historic recipe maybe unsuitable for modern consumers
- Original recipe contained a lot of additives
- New processing methods since original product was designed
- Technical team not objective about the products
- Needed objective consumer responses

Results

- **Product A** significantly preferred over **Product B**
- Attributes most highlighted as superior:
 - **Flavour and Texture**
 - **Succulence & Eating Quality .**
- **Product B** considered more processed than **Product A**
- Comments analysed & summarised

Product A recipe chosen by the Technical Team

Getting the best from your sensory service

- Be very clear about what you want to achieve
- Agree a budget
- Communicate well with the service provider
- Agree test methods that match the research objectives
- Agree methods, data collection, analyses, action standards, report type required
- Timescale – agree the analysis & reporting deadline



Innovation/Prepared

Consumer Foods

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