

What is Descriptive Sensory Profiling?

The aim of all descriptive techniques is to generate quantitative data which describes the similarities and differences among a set of products. Panellists are used as “human instruments” of measurement and personal liking and preferences are not considered.

All descriptive methods involve the detection and description of both the qualitative and quantitative sensory aspects of a product.

- ✓ What are the sensory characteristics of a product?
- ✓ ... and, at what level are they present in a product?

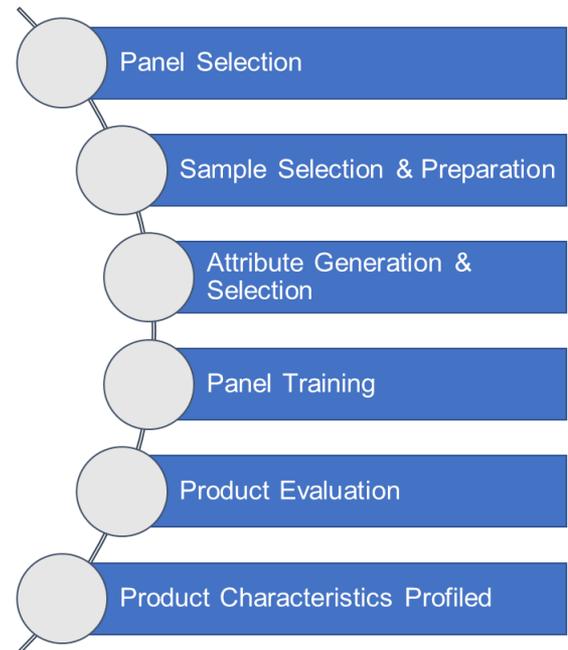
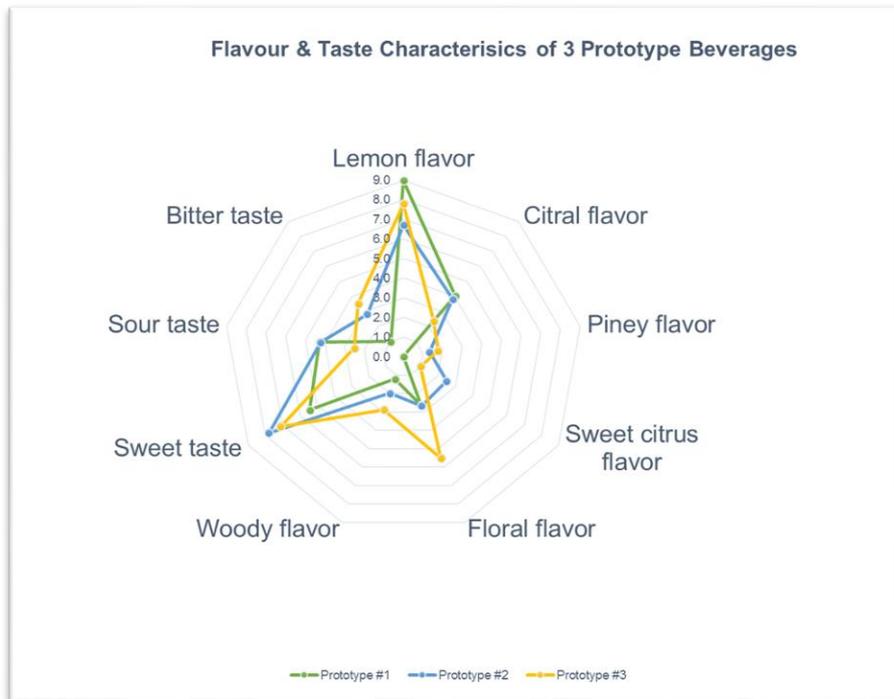
What SRL can do?



Descriptive Analysis

As a source of product information, descriptive analysis is the most sophisticated method available in the Sensory Scientists' toolkit. By providing both a qualitative and quantitative description of a products' sensory characteristics it provides a focus for further development efforts, such as evaluating the effects of a process or ingredient(s) change on the sensory characteristics of a product, linking consumer 'liking' to specific product characteristics, and identifying key product attributes that are most important to consumer preferences.

At SRL, our descriptive sensory panellists are recruited and trained to strict protocols. They provide and quantify the full sensory profile of products, taking into account all the sensations that are perceived (the appearance, aroma, flavour, taste, mouthfeel, texture, afterflavour/taste/mouthfeel).



Characterize the Dynamic Sensory Profile of your Product using Temporal Product Profiling

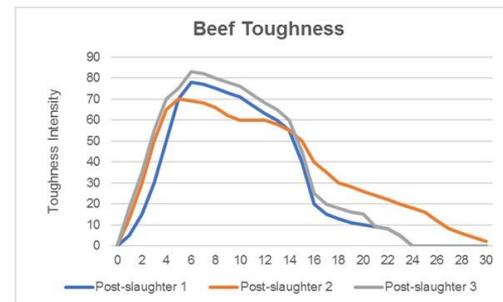
“Think about how the balance between taste and flavour of a chewing gum changes throughout the eating experience or how long does the sweetness linger in the consumers’ mouth following consumption of your product?”

Traditional descriptive techniques measure sensory attributes at a particular point-in-time during the evaluation of a product.

Using ‘Temporal Product Profiling’ methods we can study product attributes as they change during evaluation.

This can include measuring the intensity of a particular attribute or attributes or the dominance of one attribute over another.

Fixed time points measurements or continuous measurements can be made.

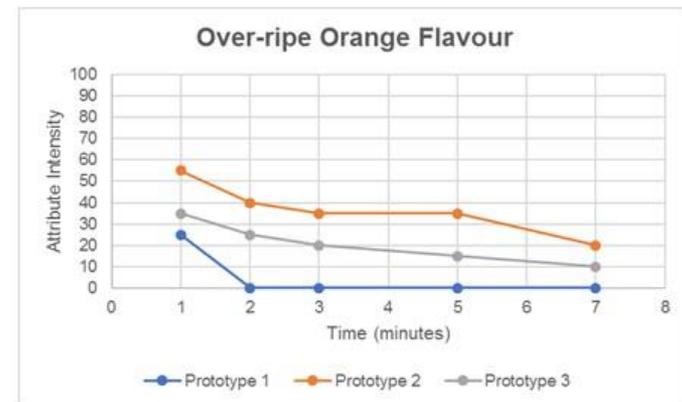
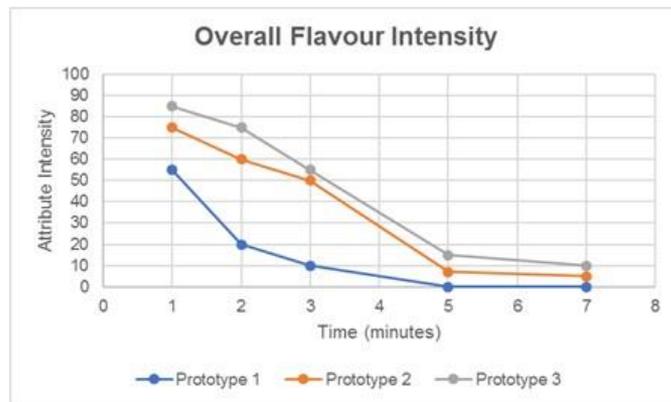
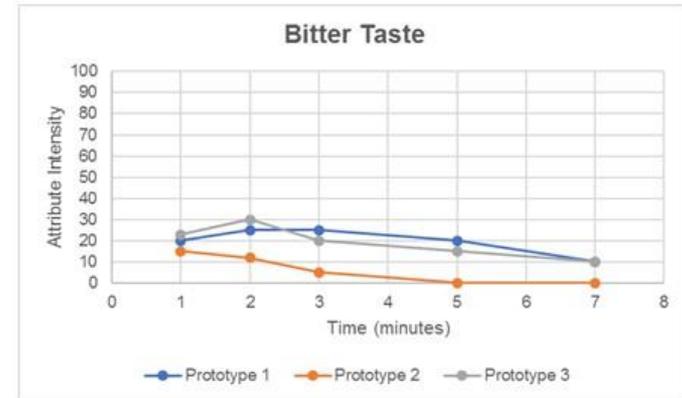
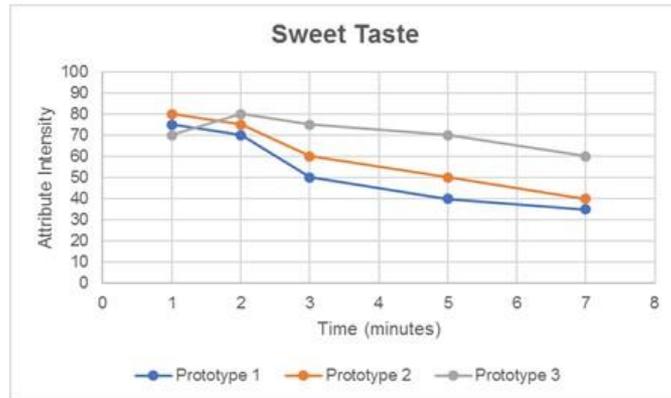


**Single Attribute
Continuous Time
Intensity
Measurement of
Toughness**

Including this additional dimension of time while measuring the sensory experience, allows us a greater understanding of the product.

This is particularly important for products, whose changing attributes throughout the entire eating or drinking experience, are linked to consumers’ acceptance of them.

Progressive Profiling of Prototype Orange Flavoured Gums



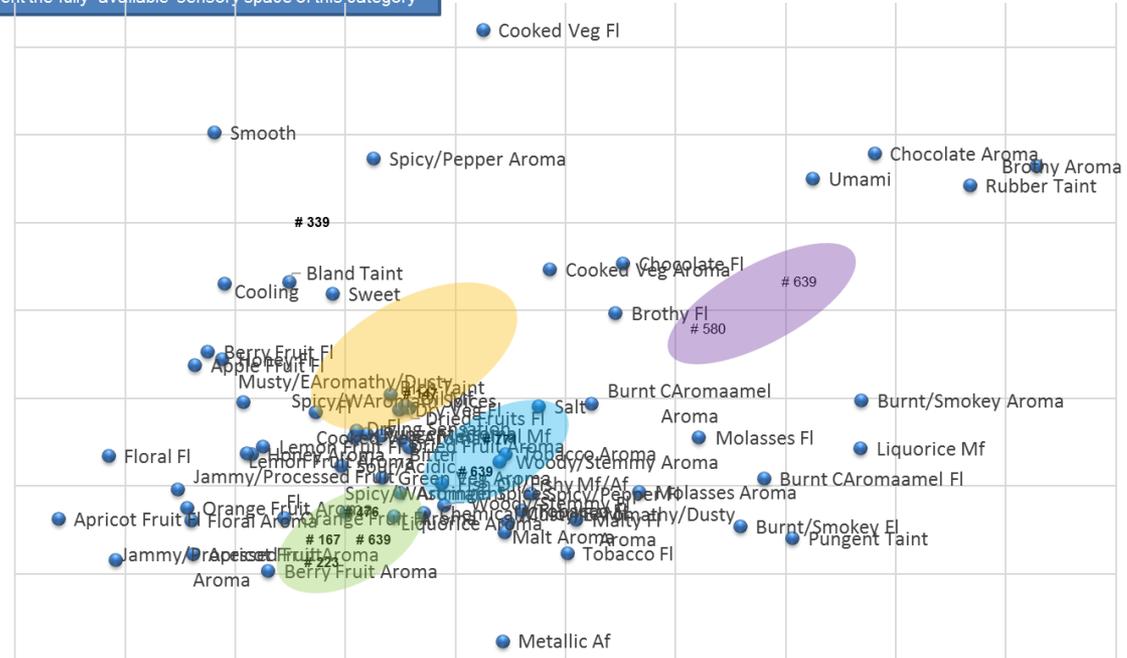
Rapid Product Profiling

Rapid sensory methods have become an integral part of the sensory descriptive toolkit and are used as alternatives or complementary to conventional descriptive sensory profiling

Advantages

- ✓ Reduce time & cost
- ✓ Useful for screening large numbers of products quickly to obtain top-line sensory characteristics
- ✓ Useful for profiling smaller numbers of products particularly when the focus is on key/limited numbers of attributes
- ✓ Can help reduce the number of samples required for consumer studies, saving time and resources
- ✓ Can offer a quick snapshot of the major qualitative and quantitative characteristics of a set of products
- ✓ Can be used to understand the sensory positioning of products within a sample set

Using CATA to produce a preliminary sensory map to guide in the selection of a subsection of samples to adequately represent the fully 'available' sensory space of this category



Methods

- | | |
|-------------------------------|-------------------------|
| ✓ Consensus profiling | ✓ Flash profiling |
| ✓ CATA (Check All That Apply) | ✓ Free Choice Profiling |
| ✓ Napping | ✓ Projective Mapping |
| ✓ Sorting | ✓ Repertory Grid |