

Sensory Analysis: A Strategic Tool for Product Success

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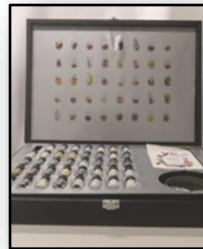
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Catalogue of Expertise, Research Projects and Contracts

ATTIVITÀ DI RICERCA

- Focus groups to identify the drivers of consumer acceptance and rejection of novel foods and foods produced using emerging technologies.
- Sensory profiling of beverages and food products, including panelist training and the development of ad hoc sensory vocabularies to characterize product quality, support food quality control and shelf-life studies, and assess consumer expectations and acceptability.



Sensory evaluation form

SERVICES OFFERED

- Sensory profiling of food products and beverages
- Training and qualification of sensory panels according to ISO 8586:2014
- Development of ad hoc sensory vocabularies
- Consumer studies and acceptability testing
- Definition of sensory acceptability thresholds and evaluation of sensory shelf life using trained panels