

SENSORY EVALUATION AND CONSUMER MEASUREMENT

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DEFINITION : what is sensory

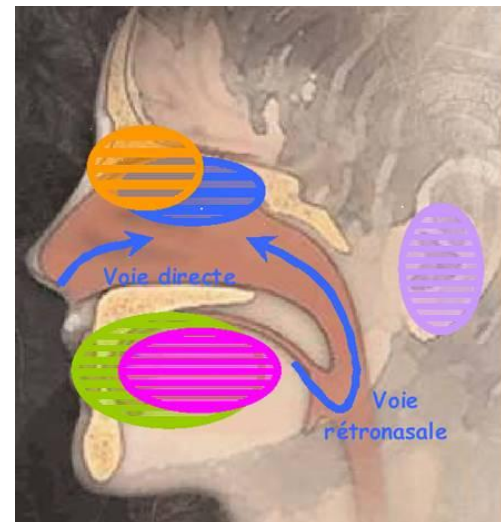
- ▶ Examination of organoleptic attributes of a product by the sense organs. (International Standard ISO 5492 : 2003)
- ▶ Sensory analysis is a mean of measuring characteristics of products as they are perceived by man.
- ▶ The 5 human senses are implicated

Vision

Smell

Somesthetic

Taste



Hearing

OBJECTIVES

- ▶ Organoleptic description of varieties
- ▶ To study the effects of production technics and post-harvest handling on the product's taste
- ▶ To identify and elaborate consumer preferences

Sensory evaluation is complementary of instrumental measurement

*Refractometric
Index*



Firmness



Calibre



Color





LABORATORY



To control tasting conditions



SELECTION OF TEST

3 types of analysis:

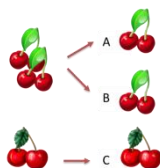
ANALYTIC METHODS

Discriminative Test



Can a difference between 2 batches be perceived by man ?

A panel of initiated people



Descriptive Test



To describe qualitative and quantitative characteristics of product

A trained panel of a few people and a list of attributes



HEDONIC METHODS

Consumer Test



To identify and analyse the consumer preferences

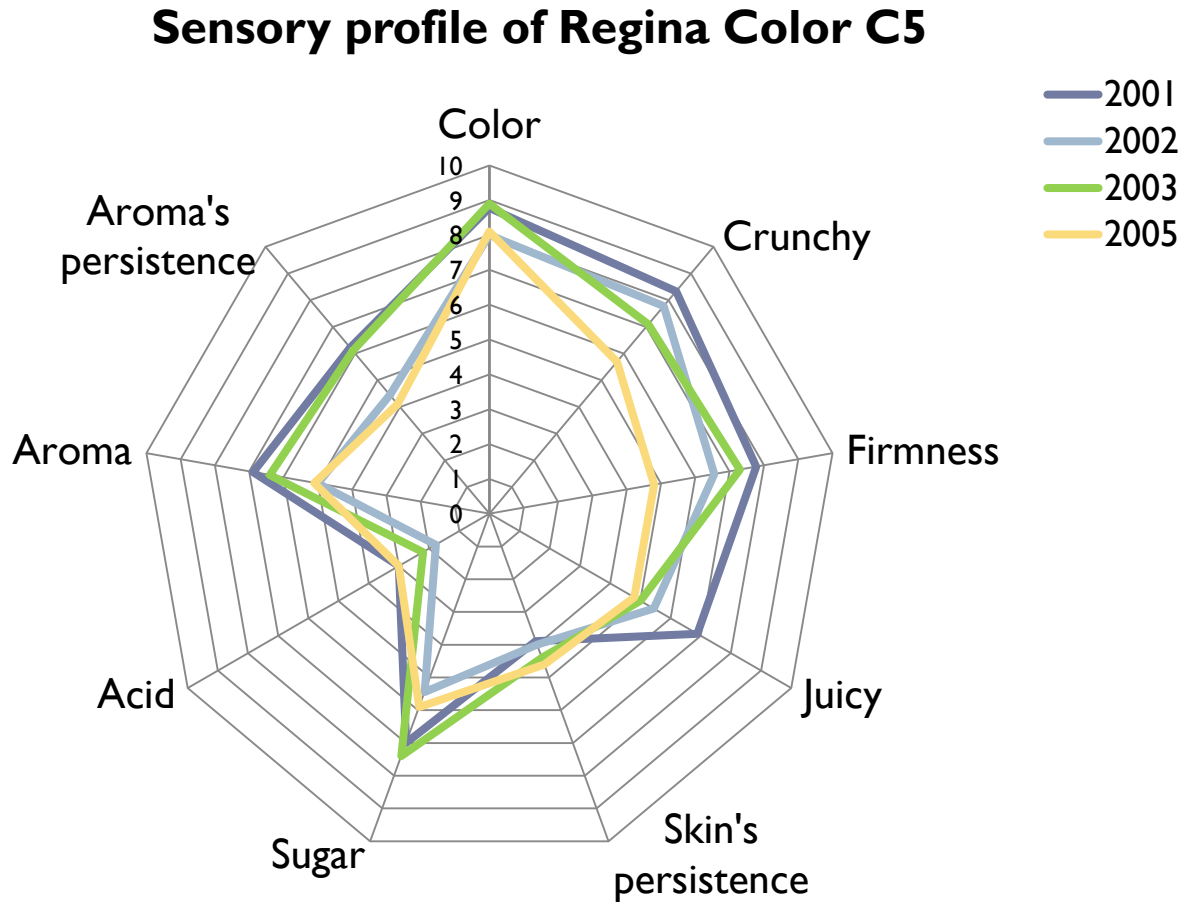
A panel of consumers
At least 100 people



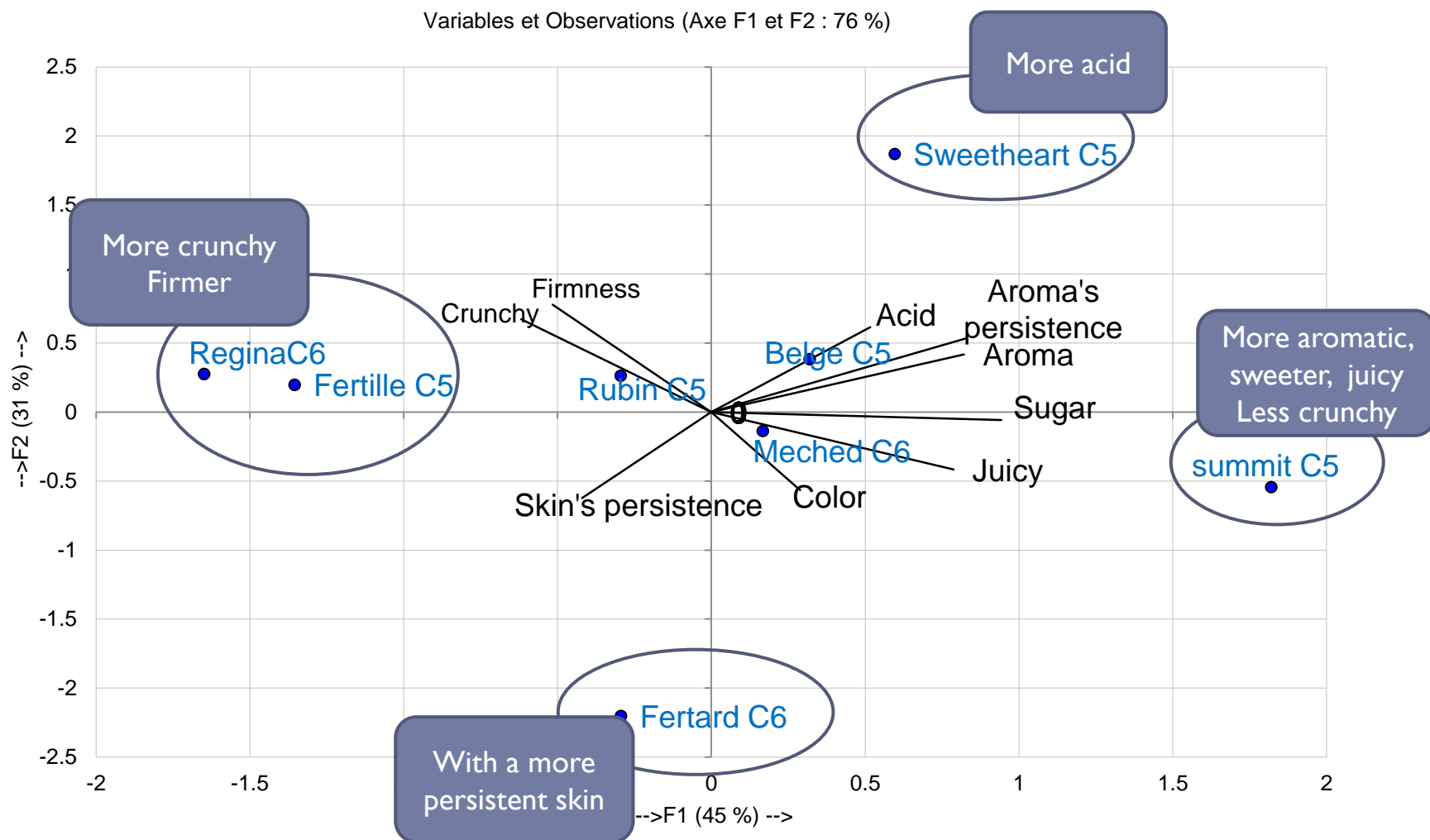
An example of application :

Descriptive analysis with a list of attributes

- Sensory profile of Regina in function of different years



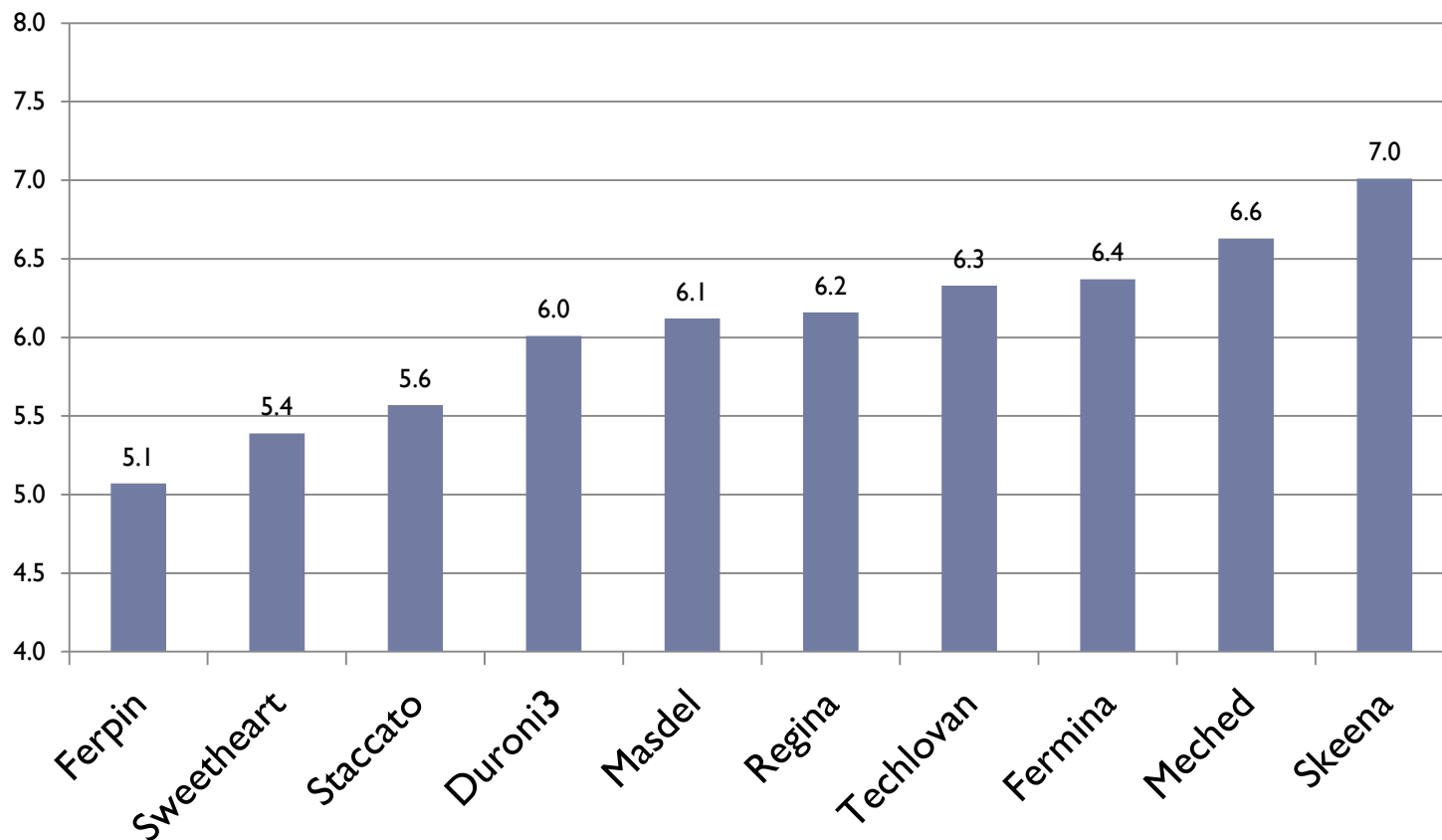
An exemple of application : Sensory map of the late varieties



An exemple of application : Consumer test

Overall liking (2004)

Note /10



► Thank you for your attention...

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