



SCOPE OF SERVICES – SENSORY METHODS

SGS

SENSORY METHODS

WHAT IS SENSORY TESTING?

Sensory testing is the science of using human senses to analyse and evaluate products.

As a methodically independent study area, it is subject to validated test methods that are often formed in accordance with DIN- & ISO-standards.

Sensory testing employs expert and consumer panels as analytical tools. One advantage of sensory tests is that they can be used at all stages of the product life cycle.

Using an objective sensory panel and the right tasting technique, you can attain significant, reproducible results and information about the sensory characteristics of products (appearance, odour, taste, texture/mouthfeel) that are essential to their market success.

OUR SERVICES

- Difference testing (e.g., triangle tests, paired comparisons)
- Descriptive tests (e.g., sensory profiling)
- Consumer tests (e.g., acceptance testing, just-about-right testing)
- Projects (e.g., sensory claims, stability testing, storage- and shelf-life testing, product specific panel training)
- Quality testing (e.g., review of complaints)
- Creation and review of specifications
- Sensory training (assistance in setting up panels, training employees to become panelists)

OUR TESTS ANSWER THE FOLLOWING QUESTIONS:

Descriptive tests

- What sensory characteristics do the products have (appearance, odour, taste, texture)?
- How distinct are these characteristics?

Consumer tests

- How accepted is the product?
- How accepted is it in comparison to competitive products?
- Which attributes should be modified to increase the product's acceptance?
- Which product characteristics are important?

Comparison tests

- Is there a sensory difference between two products?
- If so, how do they differ?

BASED ON THE RESULTS, YOU CAN:

- Develop new products.
- Optimise your existing products.
- Change ingredients and formulas.
- Define your product's shelf life.
- Determine storage stability.
- Compare your products with those of your competitors.
- Evaluate your products.
- Establish product standards.

PRODUCT CATEGORIES

- Panel for olive oil and native oils
- Panel for confectionary products and fine pastries
- Agricultural products (dried fruit, nuts & oilseeds)
- Fish & seafood
- Meat & meat products
- Beverages (mineral water, beer, wine, soft drinks & juices, spirits)
- Other categories by request

CONTACT

Are you looking for practical sensory testing methods? Would you like to have your products evaluated externally?

Please contact us for flexible, customised solutions!

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WHEN YOU NEED TO BE SURE

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