Consumer Sensory Testing For Product Development

Anna V. A Resurreccion

Sensory & Consumer Testing. Consumer acceptance is key in determining a food or agricultural product's value, and forecasting its success in the marketplace. The Food Innovation Center's Consumer Sensory Testing & Research services evaluate consumer response by: using an experimental approach to measure consumer response to food products providing statistically validated measures. using a qualitative research approach through consumer interviews to provide insight and interpretation of human choice. These two approaches provide objective data on which FIC clients can base the A Handbook for Sensory and Consumer Driven New Product Development explores traditional and well established sensory methods (difference, descriptive and affective) as well as taking a novel approach to product development and the use of new methods and recent innovations. Sensory testing is critical for new product development/optimization, ingredient substitution and devising appropriate packaging and shelf life as well as comparing foods or beverages to competitor's products. Key Features. Presents novel and effective sensory-based methods for new product development. Two related fields that are often covered separately.