

An Introduction to **Sensory Evaluation** – Importance, Process, Methods and Applications



Margaret Everitt Ltd. and Carol Raithatha Ltd. are pleased to offer a modular training course for those new to sensory evaluation. Delegates can choose to attend one or both modules.

Key Features:

- A combination of informative lectures and fun and interactive practicals
- Tutors with a wealth of food and non food practical sensory experience
- Accredited by the Institute of Food Science and Technology (IFST)
- Approach takes both a food and non-food perspective



Module 1 - Sensory makes sense for marketing and business (9 am-12:30pm)

This module is suitable for anyone who wants to learn more about the senses and the role that sensory evaluation can play in a consumer goods business.

- Introduction – why are the senses important for modern consumer goods businesses and what is the role of sensory evaluation
- Brands and senses – a discussion of how successful new products use sensory branding and sensory functionality, and an investigation of the link between the senses and emotion and a look at the role of expectation
- Sensory evaluation as a discipline – what is sensory evaluation, why is it an important scientific discipline, how is it carried out and how is the data obtained used within a business?
- The senses – a fun and interactive introduction to the senses and sensory modalities, a chance to gauge your own sensory acuity level

Module 2 – An introduction to sensory methods and applications (13:15 – 17:30)

This module is suitable introduction for those who may be setting up sensory tests, commissioning sensory studies, or using sensory data.

- Testing methods: discrimination, description and hedonics – learn about the core testing methods used in the field of sensory evaluation and how they can be applied
- Panels, facilities, and controls – understand who should carry out objective sensory tests, what type of facilities are required, and what controls need to be put into place to reduce bias
- Review and Exam – those attending both modules are eligible to sit an exam to obtain a certificate in Sensory Science from the Institute of Food Science and Technology

Next date and location: Tuesday, October 23, 2012

Wyboston Lakes, Great North Road, Wyboston, Bedfordshire, MK44 3AL

<http://www.wybostonlakes.co.uk/>

Wyboston Lakes Conference Venue is convenient to rail and road networks and accommodation is available at the venue if necessary.

Booking details:

One module = £175+VAT before Sept 24, £250+VAT Sept 24 or after

Two modules = £340+VAT before Sept 24, £480+VAT Sept 24 or after

Booking fee includes course notes, practical handouts, lunch and refreshments and exam fee for those attending both modules.

To book contact Margaret Everitt at me@margareteveritt.com or

44 (0) 1242 506311

The course is also available on an in-house basis and is planned to be offered again in Spring 2013. Please ask for details.

Tutor details:



Carol and Margaret are each independent consultants who have some 50 years of combined experience specialising in applied Sensory Science and Consumer Research. Their joint expertise provides a wealth of knowledge that covers a wide range of product sectors in both food and non-food categories e.g. soft drinks, fresh produce, dairy, frozen foods, crisps & extruded snacks, bakery, confectionary, ingredients & flavours, personal care, hair care, and packaging.

Both are Fellows of IFST and active members of its Professional Food Sensory Group: Carol is current Secretary; Margaret is current co-ordinator of the Sensory Accreditation Scheme plus a past Chairman.

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