

INTERNSHIP SENSORY ANALYSIS

**How to ensure that consumers will be able to differentiate a range of flavours that covers a specific direction?
(ex: range of orange flavours that are more or less juicy, pulpy...)**

Context

Established in 46 countries with a turnover of 1.8 billion euros, the Givaudan Group is one of the leaders in the food flavour and fragrance industry. Its Flavours Division creates flavours used to design new innovative products or to flavour a wide variety of existing products.

Givaudan invests in Sensory and Consumer Understanding in order to guide the creation of flavours that will delight consumers. In order to provide the best insight from consumer test, it is important to ensure that the range of flavors tasted by consumers is diverse enough to go to the consumer test.

Objectives

Before going through consumer tests, flavours are currently selected by technical people. These experts are very sensitive and perceive very subtle differences.

The student will help Givaudan to explore innovative ways of validating that flavours are perceived as different enough to go to consumer test.

The student will have to

1. Conduct literature review on methodologies and existing knowledge
2. Define, scope and plan sensory evaluations
3. Define the best technique
4. Develop a toolbox (best practices and tools)
5. Communicate findings to the whole team

The student will work together with the other members of the Sensory team. She/he will be also actively involved in the day to day work of that team.

Candidate Profile

Technical skills: Knowledge in sensory analysis. Good knowledge in statistical tools (theory and software). Good knowledge in programming will be appreciated. Fluency in English is required.

Personal skills: autonomy, initiative, enthusiastic, meticulous, team working attitude, good communication skills.

Location of the internship: Naarden (The Netherlands)

Timing: 6 months, starting March 2013.

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