

## INTERNSHIP SENSORY ANALYSIS

### Moreishness, Succulence, Richness, ... what is it and how can we measure it?

#### Givaudan company

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.

#### Context

Givaudan invests in Sensory and Consumer Understanding in order to guide the creation of flavours that will delight consumers. Nowadays, we know that the development of products that should be liked by consumers is not enough. Products should deliver specific Consumer benefits in addition. One of the key benefits we see more and more is everything around reward, addiction and therefore the understanding of what would really make a consumer re-buy a product after its 1<sup>st</sup> consumption. Within this area, terms like Moreishness, Succulence and Richness are key to understand to deliver consumer winning flavour solutions

#### Objectives

The student working on this internship will help Givaudan understand what "Moreishness & Co" means and how it could be measured. Ultimately, the results should allow the construction of a Moreishness Model and/or Platform which would help supporting the validation of Givaudan technologies providing such a benefit.

The student will have to

1. Conduct literature and internal interviews to review the existing knowledge, definitions to generate hypothesis
2. Define, scope and plan sensory (and Consumer) evaluations
3. Develop a Moreishness Platform including definition(s) and protocol(s) of measurement
4. Communicate findings to the whole team

The student will work together with the other members of the Sensory team as well as Flavorist, Application, Marketing and Consumer Understanding.

#### Candidate Profile

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

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

**Location of the internship:** Argenteuil (France)

**Timing:** 6 months, starting March 2013.

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