



RAPID METHODS FOR SENSORY CHARACTERIZATION - 16th-17th September 2014, Nofima Ås

Aspects related to practical implementation and data analysis will be discussed. Attendees will gain better understanding of the implementation of sensory characterization studies and the interpretation of the results using real-life examples from the industry, including food (beverages, fruits, dairy, bakery, etc..) and non-food products (cosmetics, electronic gadgets). Statistical software for data analysis will be presented.

TENTATIVE PROGRAM

- Introduction to sensory characterization
- Classic sensory characterization methodologies: Descriptive Analysis
- Introduction to factorial statistical techniques (PCA, MCA, MFA)
- New trends in sensory characterization
- Sensory characterization based on attributes: Flash Profiling and Check-all-that-apply (CATA) questions
- Holistic methods based on global perception of similarities and differences: (sorting and Projective Mapping/Napping®)
- Sensory characterization based on comparison with references: Polarized Sensory Positioning (PSP) and Polarized Projective Mapping (PPM)

Lecturers: Dr. Paula Varela (Nofima) and Dr. Gastón Ares (Universidad de la República, Uruguay)



Paula Varela has wide experience both in academic and industrial research in Sensory & Consumer Science; she has recently joined Nofima (Norway) as Senior Scientist. Dr. Varela has published more than 70 SCI papers, various book chapters and did several contributions to international symposiums. Also, she has taught various professional courses in Sensory and Consumer Science. In the last years, her research has focused on the exploration of new methodologies to further understand consumer perception, in particular sensory descriptive techniques with the use of consumers and the influence of non- sensory parameters in consumer food choice.

Dr. Gastón Ares has worked as professor and researcher in the Food Science and Technology Department of the Chemistry Faculty of Universidad de la República (Uruguay) since 2005. He has authored more than 90 articles in international refereed journals, several book chapters and numerous presentations in scientific meetings. He was awarded the 2007 Rose Marie Pangborn Sensory Science Scholarship, granted to PhD students in sensory science worldwide. In 2011 he won the Food Quality and Preference Award for a young researcher for his contributions to sensory and consumer science.

Paula and Gastón are co-editors of the book “Novel Techniques in Sensory Characterization and Consumer Profiling” from CRC Press (available from May 1st). It is possible to buy this book for a favorable price, NOK 800, when you make your registration.

Registration information

For registration, use this link: <https://www.netigate.se/a/s.aspx?s=162207X9244> or you'll find the link at the right side of this website: <http://www.nofima.no/en/kurs/2014/05/rapid-methods-for-sensory-characterization>. Final date for registration is August 25th.

The course is free of charge for project partners in the RapidCheck project.

Fee for participants from the Industry NOK 5.000,-

Fee for participants from Academia NOK 3.000,-

This includes course materiel and catering

Upon registration you will also be given the opportunity to buy Novel Techniques in Sensory Characterization and Consumer Profiling for NOK 800,-.

Dinner for participants will be arranged in the evening of September 16th, at “Flavours of India” in Ski. Dinner costs NOK 750,- and you can book it on the registration form.

Accommodation must be organised by each participant. Suggestion – hotels:

- Drøbak - 10 km from Nofima <http://www.reenskaug.no/>
- Ski - 10 km from Nofima <http://www.thonhotels.no/hoteller/land/norge/ski/thon-hotel-ski/>
- Close to the Central Station of Oslo - 35 km from Nofima <http://www.hotell.no/hotell/norge/oslo/comfort-hotel-borsparken>
- Close to the Central Station of Oslo - 35 km from Nofima <https://www.rica.no/templates/pages/hotel.aspx?id=5010>

Traffic information will be given later.