



NATIONAL LAUNCH AND INAUGURAL WORKSHOP

Making Sense of Food: Sensory analysis and your product

Wednesday 29th April, 2015

Teagasc Food Research Centre, Ashtown, Dublin 15

Sensory Food Network Ireland is delighted to announce its first workshop, to coincide with the official Ministerial launch of the network, on **Wednesday, April 29th, 2015**.

The workshop aims to provide participants with an introduction to sensory analysis for the food and beverage industry, with a particular focus on the range of sensory testing methods available for product development. Sensory analysis of products can provide industry with an understanding of the key sensory characteristics that drive consumer acceptability. Several experienced speakers from industry and research will present on the day.

Who should attend?

The workshop will be of interest to anyone working in the food or beverage industry with an interest in sensory science. Researchers at universities and research institutions are also very welcome to attend.



Workshop Programme

09.30 – 10.00	Registration, tea and coffee
10.00 – 10.30	Ministerial launch
10.30 – 10.45	Welcome and overview of Sensory Food Network Ireland Dr. Eimear Gallagher / Dr. Sinéad McCarthy , Teagasc Food Research Centre, Ashtown, Dublin
10.45 – 11.15	A multisensory experience: How do consumers perceive your product? Dr. Emily Crofton , Teagasc Food Research Centre, Ashtown, Dublin
11.15 – 11.45	A sensory toolbox for successful product development Prof. Joanne Hort , University of Nottingham, UK
11.45 – 12.05	Sensory science and the Irish food industry Dr. Nikos Pagidas , Kerry Group, Naas, Co. Kildare
12.05 – 12.50	Interactive demonstration
12.50 – 13.50	Lunch and networking
13.50 – 14.20	Practical applications of sensory science Dr. Linda Farmer , AFBI, Belfast
14.20 – 14.50	Sensory methodology: Past, present and future Dr. Maurice O’Sullivan , University College Cork
14.50 – 15.05	Award winning products unwrapped Mr. Artie Clifford , Blas na hÉireann National Irish Food Awards
15.05 – 15.15	Interactive demonstration results, discussion and close

Fee €100 (ex.VAT). To register contact Ms. Mary Reilly, Teagasc Food Research Centre, Ashtown, Dublin 15

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For further information contact SensoryFoodNetworkIreland@teagasc.ie

Please register by 22nd April 2015