

NEW AND RAPID DESCRIPTIVE METHODS

for product sensory evaluation

With Professor

Dominique Valentin, PhD



DOUBLE TREE BY HILTON
100 CROMWELL RD, SOUTH KENSINGTON, LONDON SW7 4ER
4TH JULY 2024 | 9AM - 6PM

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STAY AHEAD OF THE CURVE AND EXPLORE THE
FOREFRONT OF INNOVATION WITH US

At a time when industrial competition is significant in many sectors (food, cosmetics, automobiles, etc.), companies must stand out by offering products that meet consumer expectations. Whether to optimise existing products or to innovate, the study of consumer behaviour and the sensory characteristics of products is essential.

Capturing the essence of human perception is akin to unraveling a labyrinth of intricacies. Sensory descriptive analysis stands as a beacon of sophistication within the sensory scientist's toolkit, offering a nuanced lens through which to explore the subtleties of our senses. From discerning flavours and textures to unraveling aromas and appearances, these techniques elevate the art of sensory analysis to unparalleled heights. As we navigate this complex landscape, we unlock a deeper understanding of human experience, enriching industries and shaping consumer preferences with precision and finesse.

In a world that's constantly evolving and increasingly focused on sustainability, the demand for new and rapid methods in sensory descriptive analysis has never been greater.

Our one-day workshop led by world famous Cognitive Psychologist, Professor Dominique Valentin is poised to revolutionise your approach to sensory descriptive analysis. With expert guidance and hands-on activities, this theoretic and practical workshop brings a fresh perspective to the forefront. Dive into the depths of sensory science as we unravel the complexities of human perception together. Gain invaluable insights, refine your techniques, and elevate your sensory analysis prowess to new heights. This workshop is meticulously designed to cater to the specific needs of diverse industries, including food and beverage, home and personal care (e.g., cosmetics, perfumery and cleaning products), automobile, and textile.

Mark your calendars and save the date! Join us on the 4th of July 2024 in London for an unforgettable event. This is a unique opportunity not to be missed.

Double Tree by Hilton
100 Cromwell Rd, South Kensington,
London SW7 4ER
4th July 2024 | 9am - 6pm



About professor Dominique Valentin

Knowledge and experience

Dominique Valentin is Professor Emerita and Researcher at the Agro Dijon Institute and the Centre of Taste in Dijon, France. She holds a PhD in Applied Cognition and Neuroscience from the University of Texas at Dallas in 1996, and her main research deals with cognitive processes involved in the perception and description of food and beverages. She is particularly interested in understanding the effect of experience and culture on how we perceive, categorise, appreciate and describe chemosensory stimuli. She is also a Professor Extraordinary at Stellenbosch University in South Africa since 2019.

Throughout her scientific career, Dominique supervised more than 20 PhD theses, collaborated in research projects with colleagues from all around the world and published more than 300 scientific papers, including a few books.

For more than 20 years, Dominique was a Professor in the most famous Master in Sensory Evaluation in the world: The ESCAI Master – Sensory Evaluation: Understand-Analyze-Innovate, at the University of Burgundy in France, where the greatest experts world leaders in sensory evaluation have studied.





About The English Vine - consumer and sensory research and education

Who we are?

Based in the heart of England, in Essex, we're dedicated to the exploration of consumer sensory research and education. Our mission is simple: to unlock the secrets of human perception and empower businesses to create unforgettable consumer experiences. Therefore, twice a year we organise a workshop with the most prominent sensory and consumer scientists: in summer on sensory evaluation and in winter on consumer studies.

Through cutting-edge research, immersive education programs, and expert guidance, we're shaping the future of sensory understanding. Whether you're a business looking to elevate your products, a researcher seeking to delve into the intricacies of human senses, or an educator passionate about sharing knowledge, we're here to support you every step of the way.

Join us on a journey of discovery, where every taste, touch, sight, smell, and sound is a gateway to deeper understanding. Together, let's illuminate the path to sensory excellence.