

## **INTRODUCTION TO SENSORY EVALUATION**

### **LOCATION & DATE TBA: SPRING 2011**

Barbara Rainey will conduct this 2 1/2 day workshop on sensory evaluation methods and analysis. The techniques to be presented apply to many aspects in the manufacture of consumer products: new product development, product improvement, product reformulation, quality assurance, evaluation of competitive products and readiness for market testing. These techniques apply to both food and non-food product lines. The workshop will emphasize practical approaches to sensory evaluation for individuals who are relatively new to the area as well as for individuals in product development, QA/QC and marketing/marketing research who would benefit from a better understanding of the proper application of sensory techniques and how sensory evaluation fits into the product cycle. The workshop format, while structured, will allow ample opportunity for questions and answers. In addition, the open discussion on Wednesday morning will provide time to discuss participants' specific company situations, products and projects.

<u><b>MONDAY</b></u> <u><b>8:30-4:00 p.m.</b></u>	<u><b>TUESDAY</b></u> <u><b>8:30-4:00 p.m.</b></u>	<u><b>WEDNESDAY</b></u> <u><b>8:30-11:30 a.m.</b></u>
<u><b>OVERVIEW &amp; METHODOLOGY</b></u> Principles of Sensory Evaluation Application of Sensory Panels Types of Sensory Panels Interaction with R&D, Marketing, Operations	<u><b>SENSORY EVALUATION ANALYSIS</b></u> Conducting Data Analysis Interpreting Results Communicating Results	<u><b>APPLICATION of METHODOLOGY</b></u> Preliminary Consumer Testing Working with Non-Food Products
<u><b>MECHANICS of SENSORY EVALUATION</b></u> Selection of Test Method Experimental Design Product, Scoresheet, Equipment Preparation Conduction of a Panel	<u><b>APPLICATION of METHODOLOGY</b></u> Screening and Training Panelists Descriptive Analysis Techniques Plant Level Sensory Evaluation	<u><b>OPEN DISCUSSION</b></u>

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## **INTRODUCTION TO DESCRIPTIVE ANALYSIS**

### **LOCATION & DATE TBA: SPRING 2011**

Barbara Rainey will conduct an intensive 2 1/2 day workshop on descriptive analysis techniques. This course expands upon the descriptive techniques presented in the above introductory course. The workshop presents a practical, step-by-step approach to setting up a descriptive panel in R & D and plant situations. Participants should have a basic understanding of sensory techniques (or attend above workshop) but need not have any experience with descriptive testing. The course material will be reinforced through demonstrations and work problems. Participants, upon consultation with Ms. Rainey, are encouraged to bring company products for demonstrations.

<u><b>WEDNESDAY</b></u> <u><b>1:30-4:00 p.m.</b></u>	<u><b>THURSDAY</b></u> <u><b>8:30-4:00 p.m.</b></u>	<u><b>FRIDAY</b></u> <u><b>8:30-3:00 p.m.</b></u>
<u><b>REVIEW of SENSORY METHODOLOGY</b></u>	<u><b>TRAINING of PANELISTS</b></u> Orientation of Panelists Terminology Development Demonstrations Reference Standards Demonstrations	<u><b>PANEL MODERATOR RESPONSIBILITIES</b></u> Guiding Training Discussions Monitoring Progress Data Analysis & Presentation Updating Scales Panelist Motivation
<u><b>INTRODUCTION to DA</b></u> Objectives of Descriptive Analysis Application of Descriptive Panels Time and Cost Factors	<u><b>TRAINING of PANELISTS (cont.)</b></u> Scaling Techniques Demonstrations Readiness for Projects Demonstrations	<u><b>SPECIFIC APPLICATIONS</b></u> Shelf Life Studies QA/QC Programs Competitive Product Studies New Product Development

Workshop location and dates: TBA Spring 2011.

The fee for each workshop is \$975.00; participation in both courses \$1,850.00. The fee covers all materials for the workshop, luncheon on Monday and Tuesday, or Thursday and Friday, and all refreshment breaks. Hotel accommodations are not included in this fee.

contact information: Barbara A. Rainey  
Barbara Rainey Consulting  
P.O. Box 182  
Supply, NC 28462  
910.755.6248  
[barbara@rainey sensory consulting.com](mailto:barbara@rainey sensory consulting.com)

Representative clients from a variety of companies have attended the Sensory Evaluation Workshops. A partial listing of workshop participants includes:

A & P	Domino's Pizza, Inc.	M & M / Mars	Ross Products
Acts Testing Labs, Inc.	ESCA Enterprises, Inc.	Mane USA	Ruiz Food Products
ADM Cocoa	Ethel M Chocolates	Marketing Management Inc.	Sara Lee Bakery Group
Alex Fries	Excel/Cargill	McCormick & Co.	Sargento Foods, Inc.
Ambrosia Chocolate	Firmenich, Inc.	McKee Foods	Schick-Wilkerson Sword
American Italian Pasta Co.	FMC Corp.	McNeil Consumer Products	Schwan's
Amway Corp.	Flavorite Labs Inc.	Mid-America Dairymen, Inc.	S.C. Johnson & Son Inc.
Anheuser-Busch	Flavors of North America	Miles Laboratories	Shade Foods
Arrowhead Mills Inc.	Food Ingredient Specialties	Miles Willard Company	Snyder's of Hanover
Associated Brands Ind. Ltd.	General Mills	Miller Brewing Co.	Specialty Brands
Atys, US	Gerber Products Co.	Morgan Foods Inc.	Starkist Seafood Co.
Basic Vegetable Products	Giant Eagle, Inc.	Nabisco Brands	State Fair Foods
Bath & Body Works	Gillette	Nestle	SuperValu, Inc.
Ben & Jerry's Homemade	Givaudan	North Side Foods Corp	Taco Bell
Bimbo S.A.	Golden State Foods	Nutrinova Inc	Taksago Int'l Corp.
Bristol-Myers Squibb	Golden Valley Microwave Foods	Ocean Spray Cranberries	Taylor Made Golf Co.
Bueno Foods	Hardee's Food Systems Inc.	Oklahoma State Univ.	TGI Fridays, Inc.
Burns Philp	Heinz USA	Oxford University	Tropicana Dole Beverages
Bush Brothers & Co.	Hershey Chocolate USA	PCS Phosphate	21 <sup>st</sup> Sensory Inc
Cadbury Beverages	Hudson Industries, Inc.	Peck Foods	Uncle Ben's Inc.
Campbell Soup Co.	Int'l Flavors & Frag. Inc.	Pepsi-Cola	Unilever Bestfoods
Chick-Fil-A, Inc.	Jimmy Dean Foods	Perdue Farms, Inc.	Unisea Foods Inc.
Chiquita Brands	Jones Dairy Farm	Philip Morris USA	University of Georgia
Cliffstar Corp.	Karlshamn's USA, Inc	Pizza Hut, Inc.	US Dept of Commerce
Coca-Cola Foods	Keebler Co.	Planters Lifesavers Co.	USDA,ARS
Colgate-Palmolive	Kellogg Co.	Presto Food Products	Warner Lambert Co
ConAgra	Kerry Ingredients	Procter & Gamble Co.	Wayne Farms LLC
Consumers Union	Keystone Foods Co.	Quaker Oats Co.	Wendy's Int'l Inc.
Continental Mills	Kraft Foods	Ragu Foods Inc	Whataburger Inc.
Coors Brewing Co.	Kroger Co.	Ramsey Sias Inc.	Wilbur Chocolate Co.
Creative Aromatiques	Land O'Lakes, Inc.	RL Schreiber Inc.	Wild Flavors Inc.
Cryovac/ Sealed Air	LaVictoria Foods Inc.	Rich Products Corp	Wm. Wrigley Jr. Company
Dial Corporation	Lea & Perrins, Inc.	Rich-Seapak	Worthington Foods