

SENSORY EVALUATION WORKSHOPS

MYRTLE BEACH, SOUTH CAROLINA

INTRODUCTION TO SENSORY EVALUATION: Monday - Wednesday, May 4 – 6, 2009

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.

MONDAY, MAY 4, 8:30-4 p.m.

OVERVIEW & METHODOLOGY

Principles of Sensory Evaluation
Application of Sensory Panels
Types of Sensory Panels
Interaction with R & D,
Marketing, & Operations

MECHANICS of SENSORY EVALUATION

Selection of Test Method
Experimental Design
Product, Scoresheet,
Equipment Preparation
Conduction of a Panel

TUESDAY, MAY 5, 8:30-4 p.m.

SENSORY EVALUATION ANALYSIS

Conducting Data Analysis Interpreting
Results
Communicating Results

APPLICATION of METHODOLOGY

Screening and Training Panelists
Descriptive Analysis Techniques
Plant Level Sensory Evaluation

WED., MAY 6, 8:30-11:30 a.m

APPLICATION of METHODOLOGY

Preliminary Consumer Testing
Working with Non-Food Products

OPEN DISCUSSION

INTRODUCTION TO DESCRIPTIVE ANALYSIS: Wednesday p.m. - Friday, May 6 – 8, 2009

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, too) 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.

WED., MAY 6, 1:30-4 p.m.

REVIEW of SENSORY METHODOLOGY

INTRODUCTION to DESCRIPTIVE ANALYSIS

Objectives of Descriptive Analysis
Application of Descriptive Panels
Time and Cost Factors

SELECTION of PANELISTS

Potential Panelists
Screening Techniques
Selection Process

THURSDAY, MAY 7, 8:30-4 p.m.

TRAINING of PANELISTS

Orientation of Panelists
Terminology Development
Demonstrations
Reference Standards
Demonstrations

TRAINING of PANELISTS (cont.)

Scaling Techniques
Demonstrations
Readiness for Projects
Demonstrations

FRIDAY, MAY 8, 8:30-3 p.m.

PANEL MODERATOR RESPONSIBILITIES

Guiding Training Discussions
Monitoring Progress
Data Analysis & Presentation
Updating Scales
Panelist Motivation

SPECIFIC APPLICATIONS

Shelf Life Studies
QA/QC Programs
Competitive Product Studies
New Product Development

Registration Information

Both workshops will be held at the AAA rated four-diamond oceanfront Myrtle Beach Marriott Resort at Grande Dunes, 8400 Costa Verde Drive, Myrtle Beach, South Carolina; phone 843-449-8880; Marriott.com/MYRGD.

Please make hotel reservations directly with the Myrtle Beach Marriott Resort at Grande Dunes (843-449-8880, 800-228-9290 or go online www.marriott.com). In addition, there are alternate accommodation options close to the hotel.

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. Please send your registration by April 13, 2009 as space is limited. For information or to check on availability of space for late registration, contact Barbara Rainey at 910-755-6248 or email: barbara@raineysensoryconsulting.com.

REGISTRATION FORM: SENSORY EVALUATION WORKSHOPS - MYRTLE BEACH, SOUTH CAROLINA

NAME		
ORGANIZATION		
BUSINESS ADDRESS		
CITY	STATE	ZIP
PHONE #	FAX #	E-mail

CHECK COURSE:

- | | | | |
|--------------------------|--------------------------------|-----------------------|------------|
| <input type="checkbox"/> | INTRO. TO SENSORY EVALUATION | May 4 – 6, 2009 | \$ 975.00 |
| <input type="checkbox"/> | INTRO. TO DESCRIPTIVE ANALYSIS | May 6 – 8, 2009..... | \$ 975.00 |
| <input type="checkbox"/> | Both Courses | | \$1,850.00 |

PAYMENT INFORMATION:

- Check enclosed, payable to:
Barbara Rainey Consulting

Registration may be transferred. A 100% refund will be available for cancellations received prior to April 13, 2009. NO REFUNDS after that date.

Mail check with registration form to:
Barbara Rainey Consulting
P.O. Box 182
Supply, NC 28462

Questions – contact:

Barbara Rainey Consulting, P.O. Box 182, Supply, NC 28462
phone/fax 910.755.6248; cell 209.484.9265; email barbara@raineysensoryconsulting.com
www.raineysensoryconsulting.com

SENSORY EVALUATION WORKSHOPS MYRTLE BEACH, SOUTH CAROLINA

INTRODUCTION TO SENSORY EVALUATION
MAY 4 – 6, 2009

INTRODUCTION TO DESCRIPTIVE ANALYSIS
MAY 6 – 8, 2009

conducted by
Barbara A. Rainey, Sensory Evaluation Consultant

BARBARA RAINEY

Sensory evaluation consultant specializing in developing sensory evaluation programs for companies, training descriptive panels, conducting workshops and in-house seminars on sensory evaluation methods, and conducting consumer studies. Professional member of IFT (Sensory Evaluation Division activities: chair 1984-85, chair-elect 1983-84, secretary 1980-82; Central Valley Subsection (Northern CA IFT) activities: chair 1992-93, chair-elect/secretary 1991-92, treasurer 1989-91); member of ASTM E-18, Sensory Evaluation; 2008 founding sponsor and member of The Society of Sensory Professionals; elected 1990 Kansas State University Alumni Fellow; USDA/CSREES/NRICGP panel member, 2000 & 2001; editorial board *Journal of Sensory Studies*, 1997-2006.

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
Alys,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	Takasago 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 st 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