

The Production Phase: Sensory Analysis

Once a prototype (sample) of a food product has been developed, in-house sensory testing is used to evaluate colour, flavour, texture, aroma and noise. If the product is developed to complete with another established product, sensory testing will compare the new product with the competitor.

Activity: Types of Sensory Evaluation

Taste test the Cake Bar provided and complete the sensory analysis below. You need to describe each aspect of the product. Use the adjectives on page 3 to assist you.

Colour	Aroma	Flavour	Texture	Noise

Scoring Test

Score the sample along the line, between dislike and like.



Hedonic Scale

Sample	1. Dislike very much	2. Dislike	3. Neither like or dislike	4. Like	5. Like very much	Comments
Colour						
Aroma						
Flavour						
Texture						
Noise						

Activity: Modify the Product

1. Create a **line extension** of the product. Select THREE other flavour combinations you believe would be successful on the market.

2. Use the iPad to scan the barcode on the package of the food item.

a) Is this product nutritious? Why/Why not?

b) Create a nutritious version of this product. What ingredients would you replace and what would you use instead. Use the ingredients list and nutritional panel to assist you.

