

Myrna Fossum, Using New Sensory Methods to Explore
Chocolate and Nuts (Speaker #8)
Tuesday, April 14, 2015 10:45am

Questions

1. What is the primary difference between sour and tangy?

Tangy is the consumer term for the basic taste "sour." Sour is the mouth-puckering sensation similar to that caused by acid in lemons.

2. How does the thickness of a chocolate bar affect the experience?

It affects the mouthfeel and intensity of flavor.

3. What type of chocolate bar did we eat?

Lake Champlain Milk Chocolate with pistachios, almonds and cashews and 38% chocolate liquor.

4. How much training was provided to the taste panel on the video before it was made?

Descriptive Analysis Panel Training was approximately 20-25 hours of time. Calibration is recommended two times per year.

5. When should you use a consumer vs. trained panel? When should you use the descriptive analysis profile?

Firstly, methodology is dependent on the objective. Descriptive Analysis Panel can provide you with sound and reproducible data, but requires approximately 20-25 hours of time for training. Some examples for the use of a fully trained panel are:

- Competitor evaluations
- New product reviews
- New prototypes
- Evaluating incoming raw materials
- Evaluating products from alternative suppliers

Secondly, there are many types of consumer tests available to meet the requestor's objective. For example:

- Central location testing
- Consumer expert panel
- In-home use testing
- Child testing in specifically chosen locations
- Focus group discussion groups
- One-on-one interviews

Consumer testing can provide quantitative and qualitative information. These consumer

opinions about the product being tested provide you with guidance in determining next steps.

- Again, all dependent on requestor's objective

6. Is fat the sixth taste? Taste is a chemical function, but fatty acids are the stimuli for fats and there are taste receptors for fatty acids in our mouths.

The five basic tastes may be joined by "fat" but research is still being conducted and reviewed. So until more research is conducted, I will hold my response at this time.