

Sensory



Experten with all senses

From a strawberry jam we expect the deep red colour of fully ripe strawberries and the warm, voluminously intense scent of a summer field that flows towards us when we smack open the jam jar. Consumers enjoy and decide with all their senses. Changes in recipes or the use of new packaging materials in the process can significantly alter the product experience. Our sensory panel is specialised in using scientifically sound methods to survey and describe the product experience and to optimally position your product with its sensory characteristics.

We are an **accredited testing laboratory** and have an **in-house sensory laboratory** that guarantees a constantly trouble-free testing environment.

Our customers include producers and packagers in the food and beverage industry as well as the packaging materials sector.

Sensory methods:

Simple descriptive test

DIN 10964: Sensory test method for describing characteristics or characteristic properties of one or more test samples

Expert opinion on the assessment of food law

DIN 10975: Method for product description and assessment of marketability of food samples.

Sensory profile and consensus testing

DIN EN ISO 13299: Method for comprehensive sensory profiling of test materials.

Triangular test

DIN EN ISO 4120: Detection of a perceptible sensory difference or similarity between two test materials.

Ranking test

DIN ISO 8587: Method of sensory evaluation of test samples, with the aim of establishing a ranking.

Matrices:

Our sensory experts are DLG certified experts for the product groups:

- Meat products (ham and sausage)
- Confectionery
- Milk, sour milk products, cheese, fresh cheese
- Fine bakery products



With sensor technology to economic success

Brand protection - positioning

- Finding the right levers through an understanding of your brand's characteristic footprint.
- Sensory positioning in the competitive environment, preventing lack of differentiation in the competitive environment
- Validation of new formulations or manufacturing processes
- Evaluating the sensory consistency of your products over time (quality, shelf life)
- Creating and reviewing specifications

CASE STUDY

Trademark protection using the example of the introduction of Nutri-Score in the bakery industry

The changes in the recipe in the course of the introduction of the Nutri-Score labelling and optimisation of the nutritional properties can have an impact on the sensory profile of the final product. To ensure the sensory profile, the most important characteristic for product differentiation and acceptance on the market, this profile is first determined in a preliminary study. In close coordination, the process of recipe changes is accompanied until the desired nutritional values are achieved. Process steps are evaluated by using the methods of descriptive testing, ranking and triangular testing until the initial sensory profile of the brand product is restored.

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