product characterization

product characterization

OBJECTIVES

- What are the sensory properties of my product?
- What are the sensory properties of my competitor?
- What are the **similarities** among the products in the set?
- What are the **differences** among the products in the set?

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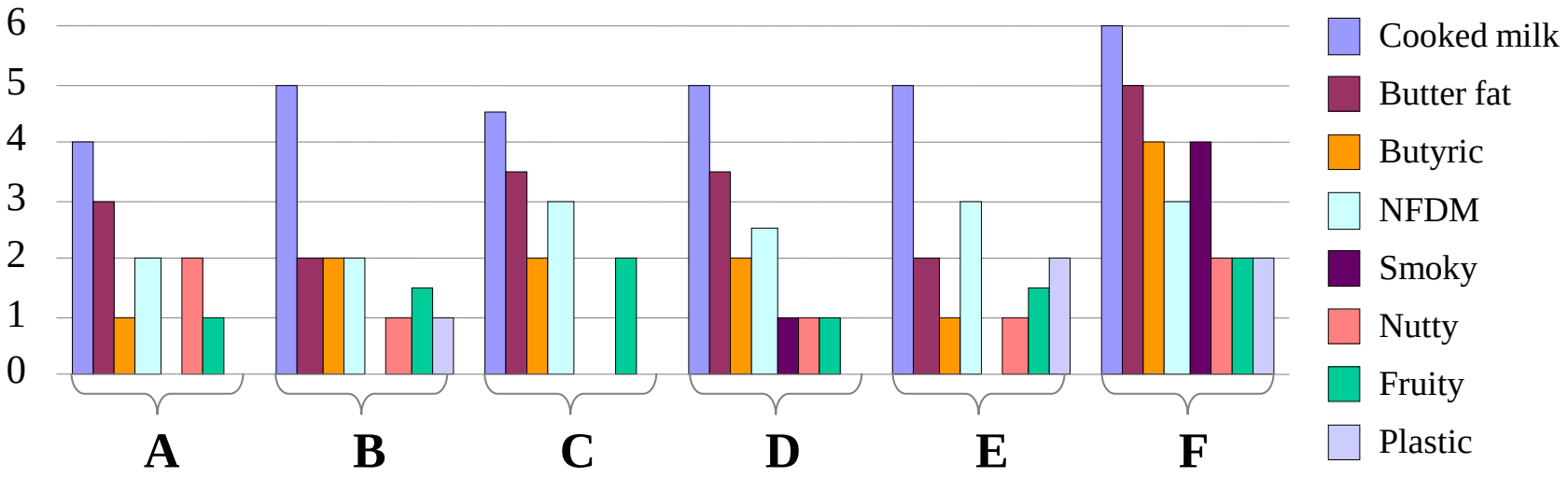
RESULTS

Aromatics	A	B	C	D	E	F
Cooked milk	4	5	4.5	5	5	6
Butter fat	3	2	3.5	3.5	2	5
Butyric	1	2	2	2	1	4
NFDM	2	2	3	2.5	3	3
Smoky	0	0	0	1	0	4
Nutty	2	1	0	1	1	2
Fruity	1	1.5	2	1	1.5	2
Plastic	0	1	0	0	2	2



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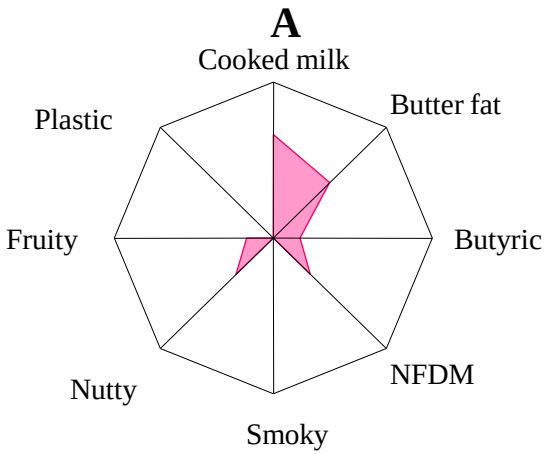
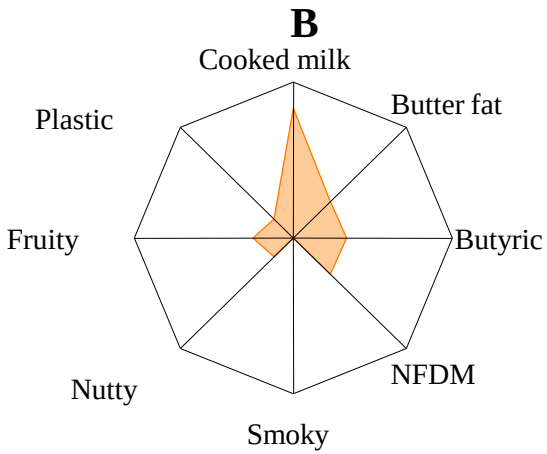
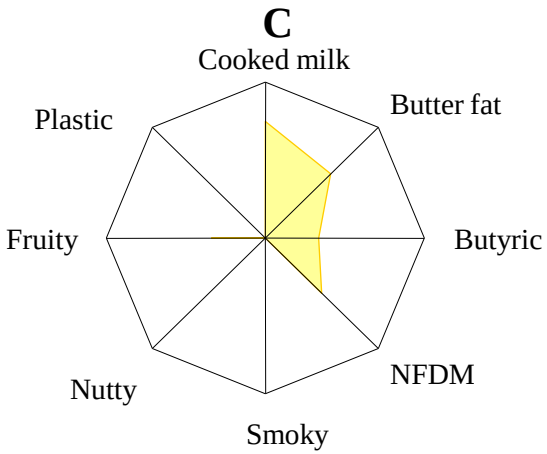
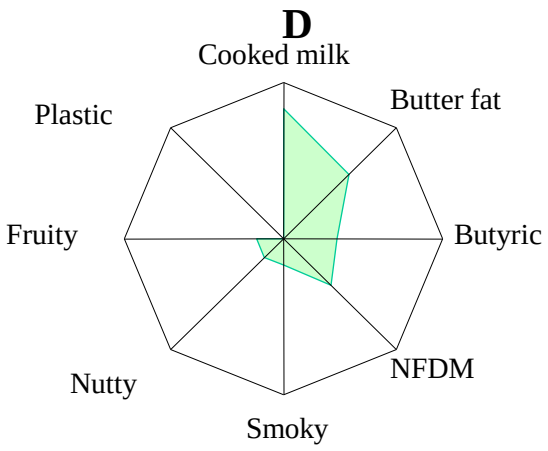
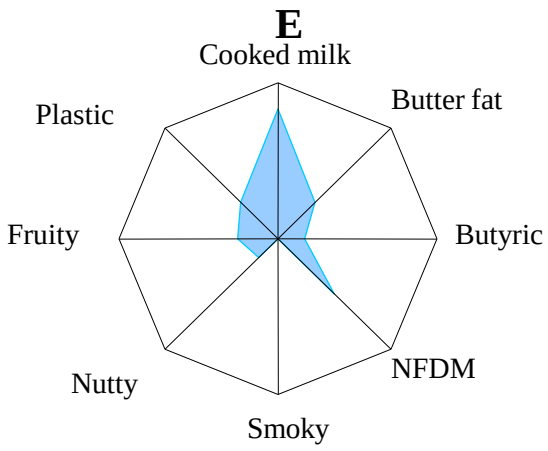
RESULTS

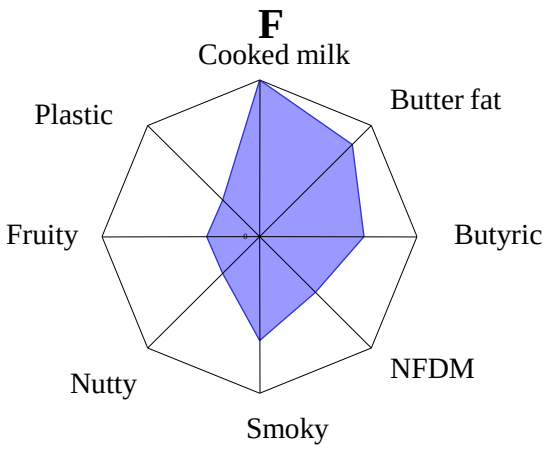












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CONCLUSIONS

- The six samples differed significantly in flavor
- Sample F stands our for several reasons:
  - Has more overall impact
  - Has stronger in smoky, butyric, butterfat and cooked milk
- Samples B, E, and F had a noticeable plastic/vinyl flavor
- Sample A and F had distinctive nutty flavor that was not present in the other samples.

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