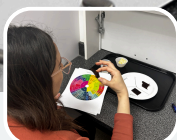


# INTEGRATED AND FLEXIBLE SENSORY SERVICES



The Food Centre's sensory services are grounded in understanding how food interacts with human senses. Our team evaluates key sensory attributes—appearance, aroma, flavour, texture, and sound—to measure these interactions.

We work with you to design sensory studies that are tailored to your needs and seamlessly integrate sensory testing into your ingredient selection, R&D, or product development projects.

Our panelists are trained to align with each project's specific goals, using the most suitable sensory analysis methods to evaluate key product attributes.

## How Can We Help?

- Validation of shelf-life extension through sensory evaluation.
- Research and development projects in industry and academia.
- Evaluation of new and existing ingredients and product development prototypes.
- Evaluating impact of ingredient substitution and new processing methods.



## CONTACT

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## SENSORY ANALYSIS METHODS

### DISCRIMINATION TESTS

**Difference Testing:** Identifies noticeable differences between test products and reference samples (e.g. taste, texture, etc.).

**Threshold Testing:** Determine the minimum ingredient level change before sensory differences are detected - ideal for ingredient level optimization.

### DESCRIPTIVE TESTS

**Free Choice & Flash Profile:** Panelists trained on your product's sensory traits evaluate a range of product variations.

**Magnitude Estimation:** Measures the intensity of sensory attributes like sweetness or bitterness.

### AFFECTIVE TEST

**Hedonic & Preference Ranking:** Deciding on a ingredient or formulation tweak? We can measure the degree of liking to guide ingredient or formulation path.