

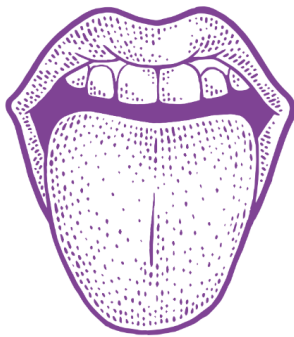
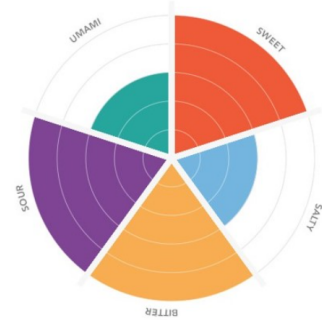
INTRODUCING SENSORY QUANT

Using established sensory evaluation tools such as concentration and identification test, Sensapure will evaluate your team's taste testing skill.

1.

TEST YOUR TASTERS

Using established sensory evaluation tools such as concentration and identification test, Sensapure will evaluate your team's taste testing skill.



2.

KNOW THY AUDIENCE

Determining whose taste buds matter, matters. One of the most challenging steps is recognizing and acting on the truth that your perception of a product's flavor and preference is not the most important one.



3.

QUANTITATIVE OVER QUALITATIVE

Data matters. Blind, unbiased, triangle, and preference tests are your friends. Sensapure can help train your team to use statistically valid and reliable sensory evaluation methods.

