



Applied Sensory, LLC

Applied Sensory is a consulting company specializing in providing independent sensory evaluation services to the wine, brewing and food industries.

Using analytical sensory techniques as an informational and decision-making tool makes good business sense by helping to:

- ◆ **Save time** by making sure to address the right question
- ◆ **Save money** by targeting the correct markets
- ◆ **Save effort** by using trained panelists

Sensory Evaluation Services

Sensory evaluation is a process used to measure, analyze and interpret responses to products as perceived through the senses of sight, smell, taste, touch and hearing. Sensory evaluation methods can provide many benefits to the wine, brewing and food industries. With proper implementation of test controls, careful selection of panelists, effective training (when necessary), utilization of appropriate methods and statistical interpretation, sensory evaluation provides a basis from which production and certain marketing decisions can be made. The outcome of sensory testing can be used to reduce risks and to assess various methods of enhancing product composition, quality and appeal.

Sensory evaluation program development and review

- ◆ Establish a new program or review an existing program

Descriptive Testing

On-site training of descriptive analysis panels:

- ◆ Screening and selection of panelists
- ◆ In-depth training of selected trainees on a variety of company products
- ◆ Lexicon development
- ◆ Development of reference standards
- ◆ Design of functional facilities
- ◆ Statistical analysis of sensory data

QA/QC Sensory Training

- ◆ Train internal panels to monitor sensory quality assurance of products

Seminars on Sensory Evaluation

- ◆ Introduction to Sensory Evaluation and Descriptive Analysis
- ◆ Wine Sensory Defects

Expert Witness with experience in:

- ◆ Conducting sensory testing for numerous lawsuits involving wine and other alcoholic beverages
- ◆ Providing expert testimony regarding wine quality
- ◆ Assisting many insurance companies in claims resolution by evaluating the sensory properties of potentially defective wines

Competitive Benchmarking

- ◆ Sensory profiles of your products measured against comparable products

For more information about these services, please contact:

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