

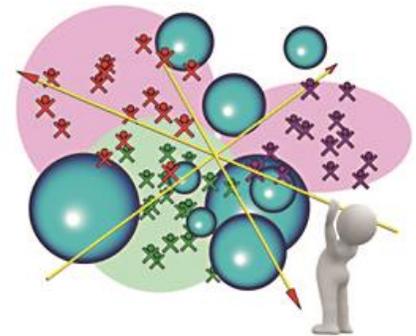


TOOLS AND APPLICATIONS OF SENSORY AND CONSUMER SCIENCE

Who Should Attend?

This course has been developed for personnel involved in sensory evaluation, market research, product development, quality assurance, and general management within consumer product companies.

The content is easily accessible and will provide lasting benefits for attendees with both introductory and advanced level knowledge in sensory evaluation and market research.



DR. BENOÎT ROUSSEAU is Senior Vice President at The Institute for Perception. Dr. Rousseau received his food engineering degree from AgroParisTech in Paris, France and holds a PhD in sensory science and psychophysics from the University of California, Davis. He has more than 20 years of experience in managing projects in the field of sensory and consumer science, actively working with clients in the US, Asia, Latin America, and Europe. His theoretical and experimental research has led to numerous journal articles as well as several book chapters. Dr. Rousseau is well known for his advanced presentation skills, where his use of sophisticated visual tools greatly contributes to the success of The Institute for Perception communications, short courses, and webinars. Dr. Rousseau has recently been appointed as a visiting professor at Chuo University in Japan.

For Continued Study



To enhance your continued studies, you will receive a course manual with all presented slides and our current books,

Tools and Applications of Sensory and Consumer Science and *Thurstonian Models: Categorical Decision Making in the Presence of Noise*.

The course will be taught in English with simultaneous English-Japanese translation.

Course Structure

On Wednesday and Thursday we will discuss sensory testing methods. Difference testing and rating methodologies have been used to guide companies through ingredient and process changes for decades. Yet there is no clear consistency in their implementation.

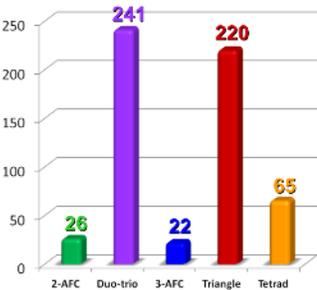
For instance...

... Some companies use small internal panels of 10-15 individuals (sometimes trained, sometimes semi-trained), while others use consumers with larger sample sizes.

... The triangle and duo-trio methods are the most broadly used discrimination methodologies, but these methods can result in important differences being missed 80% to 90% of the time!

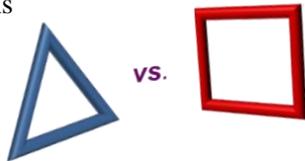
... Some internal testing methods might not demonstrate the existence of a sensory difference between a product and its reformulation; yet, testing indicates that consumers prefer one over the other.

How can this be explained? Is there a “correct” approach to sensory testing, and if so, what is it? Are these methodologies all equivalent in their abilities to provide accurate and actionable information? And most importantly, is there an underlying science that can help us to better plan our decision-making process?



By attending this 3-day course, you will:

- Understand why different sensory methodologies can result in different conclusions
- Explore the tetrad test as a powerful alternative to the triangle test
- Learn to assess and manage risks in product testing decisions
- Develop internal standards taking into account consumer expressed preferences
- Connect results of internal panel testing to consumer response
- Establish your experiment’s optimal sample size, including potential replications



To facilitate learning the course theory and applications, important concepts will be illustrated throughout the workshop using a corporate scenario in which researchers and management face issues involving test methodology. You will see how these issues are resolved using new ideas applied to common problems.

WEDNESDAY (SEPTEMBER 13, 9 am – 5 pm)

Corporate Scenario - Day 1: The scenario begins with a proposed ingredient change. We follow the product study process starting with inconsistent difference test results and then continue as the tetrad test and replicated testing are used.

Topics

- ◆ Difference and equivalency testing
- ◆ *m*-AFC, triangle, duo-trio, same-different, and tetrads: Why they provide different conclusions
- ◆ The Thurstonian framework underlying all sensory evaluation methods - the science of sensory
- ◆ Calculating a measure of sensory difference, *d'*, from discrimination tests and how to inter-relate methodologies
- ◆ Proportion of discriminators in the population
- ◆ The tetrad test: Why it requires 1/3 the data than the triangle test
- ◆ How to correctly analyze data from replicated tests

THURSDAY (SEPTEMBER 14, 9 am – 5 pm)

Corporate Scenario - Day 2: The scenario continues as management requests a decision-risk analysis of the entire product testing system. See how the team links external data to consumer data to establish consumer relevance.

Topics

- ◆ The 5 cornerstones of product testing: α , power, sample size, size of the difference and protocol
- ◆ How to explain a consumer preference without a demonstrated sensory difference
- ◆ Finding the optimal sample size for tests
- ◆ Establishing an internal sensory program based on a consumer relevant action standard
- ◆ Measuring the effect of training
- ◆ Relating trained panel and consumer sensitivities



The *IFPrograms*[™] software will be used by the participants to perform analyses demonstrated in the course. Prior to the start of instruction, attendees will be provided with a download link for a complimentary 3-month version. They will install it on their laptop computer, bring it with them, and use it during the course.

For a detailed listing of the software capabilities, please visit www.ifpress.com/software.

(Note that *IFPrograms* is not required to learn and apply the course principles.)

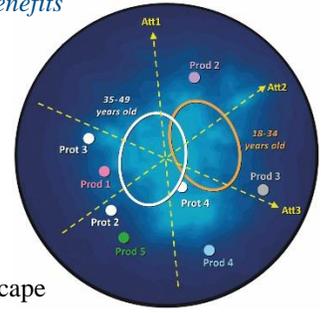
FRIDAY (SEPTEMBER 15, 9 am – 5 pm)

On Friday, we explore an area of active research to uncover the drivers of liking of a product category to understand consumer needs and expectations. Investigating what drives consumers' preferences involves using hedonic data along with product descriptive information and a multivariate analytical technique to link the two pieces of information. But with many techniques available, what is the most suitable approach to achieve the best recommendations? To answer this question, we will review commonly used techniques such as just-about-right scaling, penalty analysis, factor analysis, and internal/external preference mapping. Through this review, we will outline their strengths and weaknesses. We will then introduce Landscape Segmentation Analysis®, a tool specifically developed to handle consumer hedonic responses. These techniques will be compared using a variety of research and market-based examples.

Corporate Scenario - Day 3: Issues of sensory segmentation and portfolio optimization arise and the team is challenged to understand and communicate the benefits of alternative methodologies.

Topics

- ◆ Introduction to the sensory and Drivers of Liking® spaces
- ◆ Factor analysis and external preference mapping: Strengths and weaknesses
- ◆ Unfolding: Introduction to Landscape Segmentation Analysis® (LSA)
- ◆ How to identify Drivers of Liking®
- ◆ LSA vs. internal preference mapping: The issue of satiety
- ◆ Portfolio optimization, product optimal profile predictions
- ◆ Segmentation and demographics
- ◆ Application of LSA to strawberry jam products - Presented by Dr. Chinatsu Kasamatsu, Ajinomoto Co., Inc.



Invited Speaker



DR. CHINATSU KASAMATSU is principal researcher of the Food Sensory Research Group, Institute for Innovation at Ajinomoto Co. in Japan. She received her PhD in Food Science from Ochanomizu University, Japan. At Ajinomoto she is responsible for introducing new methods and techniques in sensory evaluation and statistic. Her latest interests include the consumer segmentation for the product development and some consumer relevant discrimination tests especially for umami perception. Dr. Kasamatsu is a board member of the Japanese Society for Sensory Evaluation. She also teaches the Culinary Science Experiment course at Ochanomizu University as a part time instructor.

Course Registration

Course fee includes a manual with printed versions of the presentation slides, lunches and refreshments each day. You will also receive access to a free 3-month trial version of *IFPrograms*™ software, and our current books, *Tools and Applications of Sensory and Consumer Science* and *Thurstonian Models: Categorical Decision Making in the Presence of Noise*.

REGISTER ONLINE at www.ifpress.com/short-courses

Wednesday – Friday September 13-15, 2017

Tools and Applications of Sensory and Consumer Science (3 days)\$1,975

* A 20% discount will be applied to each additional registration made at the same time, from the same company

* Academic discount available on request



Course Location

Thanks to the generous support of Prof. Ipeita Dan, the course will be held on the Korakuen campus of Chuo University, 1-13-27 Kasuga, Bunkyo-ku, Tokyo 112-8551, Japan

Lodging Recommendations

A special room rate is available at the **Hotel Niwa Tokyo**, conveniently located close to the Chuo University campus. Please contact The Institute for Perception for more details.



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