

# CENTER FOR DAIRY RESEARCH

"Solution Based Research Backed by Experience, Passion and Tradition"

## Sensory Services

The CDR Sensory Group offers a wide variety of screenings that can help you to better understand the sensory attributes of your product. CDR offers companies the opportunity to identify the key appearance, texture, and flavor attributes that drive consumer preferences while providing further analysis and troubleshooting assistance through collaboration with the other CDR program areas. We can also provide you with photos of products to help characterize attributes. Sensory testing can also be conducted in conjunction with (analytical) chemical analyses to generate a full picture of the product including instrumental texture/rheology, microstructure or GC-MS analyses. Types of testing include:

### Expert Screening

CDR dairy product experts, many of whom have judged at national and international competitions, will evaluate your product and generate key insights. Thanks to their advanced expertise and years of experience, they can also aid you in troubleshooting, identifying defects and suggesting areas of improvement for various products.

- Expert opinion
- General comments
- Qualitative feedback

### Descriptive Panels

Descriptive sensory analysis is conducted using panelists who are trained to detect and quantify appearance, flavor and texture attributes in dairy products. This type of evaluation can be very useful to identify and track specific changes among samples or develop in products over time. Data collected is statistically robust.

- Quantitative descriptive analysis
- Qualitative descriptive profiling
- Product comparison
- Product mapping
- Changes during shelf-life
- Can produce a detailed report or provide raw data

### Software Sensory Analysis

Data is collected electronically via wireless tablets for rapid analysis and quick turn around in reporting.

### Consumer Panels

Consumer panels are conducted in our consumer-lab area located in historic, Babcock Hall on the UW-Madison campus. Consumers are generally selected based on the demographics you specify and data is collected with the end goal of measuring preferences or degrees of liking (hedonics).

- Preference testing
- Differentiation
- Acceptance testing
- Ranking
- Product comparison
- Can produce a detailed report or provide raw data

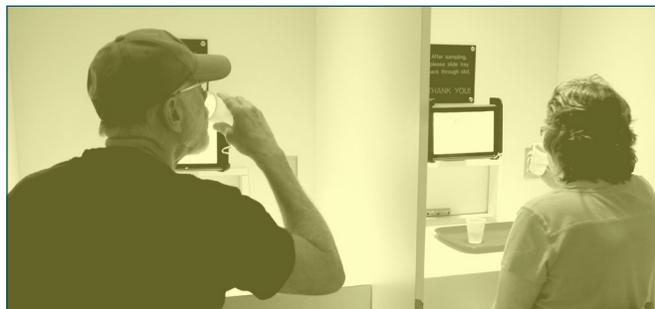
### Functionality Testing

Our experts are also available to test cheese performance including shredding, slicing and cooking applications. Both trained panelists (descriptive) and expert panels (screening) are available to evaluate products, depending on the outcome and feedback you desire.

- Descriptive functionality
- Screening unctonality
- Can produce a detailed report or provide raw data

### Concept and packaging testing

Through a web-based software, we can help design and manage online surveys to gather consumer opinions during the early stages of product development. Services such as concept, packaging, product name, and label testing help companies to gather key insights from target consumers. These insights can be used in making informed business decisions as well as prevent costly product failures due to packaging or concepts that miss the mark.



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