The CDR Sensory Group offers a wide variety of panels and services that can help you better understand the sensory attributes of your product. CDR offers companies the opportunity to identify 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, free fatty acid or volatile analyses. Data is collected electronically via wireless tablets for rapid analysis and quick turnaround in reporting. Types of sensory tests include:

**Descriptive Panels**
Descriptive sensory analysis offers a statistically robust method of identifying key attributes of a product or tracking their changes over time. This is done using panelists who have been extensively trained to detect and quantify appearance, flavor and texture attributes in a repeatable manner.
- Quantitative descriptive analysis
- Qualitative descriptive profiling
- Product comparison
- Product mapping
- Changes during shelf life/ripening
- Can produce a detailed statistical report with pictures

**Consumer Panels**
Consumer panels are conducted in our consumer-lab area located in historic Babcock Hall on the UW-Madison campus. 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 statistical report

**Functionality Testing**
Our experts (expert judges or trained panelists) are also available to test cheese performance including shredding, melting, 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 functionality
- Can produce a detailed report with pictures

**Expert Screening**
CDR dairy product experts, many of whom have judged at national and international competitions, will evaluate your product to generate key insights. Thanks to their advanced expertise and years of experience judging, they can also help you in troubleshooting, identifying defects and suggesting areas of improvement for various products.
- Expert opinion
- Qualitative feedback
- Can produce a report with pictures