



# Sweetener Systems and Sensory

3 Practical Sensory Tools to Help You Be More Agile  
OCTOBER 23, 2018 Sweetener Systems Conference



**Sugar:**  
The magical  
ingredient



Work in specifics, evaluate  
holistically

(Holistic evaluations = sensory experience)



## 3 Tools to Embrace in Sweetener System Changes



**1 - Established Lexicon**



**2 - Method to compare**



**3 - Understanding of  
Consumer Priorities**

# 1 - Established Lexicon

## WHY...

- Consistent understanding
- Alignment, less time on semantics
- Becomes foundation for all work

## IT SHOULD BE...

- Language of your team
- Not just flavor...all modalities
- Used from start of project
- The ONLY words used to describe products

## WHERE TO START...

- Start with the ingredients...know their impact; agree on what experiencing
- Expand to product characteristics
- Generalize where you can (i.e. Flavor intensity not Strawberry (jammy) flavor intensity)
- Include only what is applicable to work (try to consolidate, minimize, cull)





**Example:**

## **Cookie Lexicon**

- Sweetness = basic taste
- Cocoa = unsweetened, powdered cocoa flavor
- Chemical = flavor associated with petroleum based chemicals
- Anise = flavor associated with black licorice
- Crisp = sharpness of fracture during first bite
- Sandy = presence of small particulates as product breaks down



## 2 - Method to Compare

### WHY...

- Ability to track from sample to sample
- Application of lexicon
- Focuses team on real issues

### IT SHOULD BE...

- Systematic, consistent (a form)
- Simplistic
- Trained to assure unified usage

### POTENTIAL TOOLS...

- Flash profiling
- Difference from control
- Descriptive Panel “Flight Team”



# Example: Methods/Forms

## FLASH PROFILE

### Smoothie Sensory Ballot

Product: \_\_\_\_\_ Name: \_\_\_\_\_

Rep/Temp: \_\_\_\_\_ Date: \_\_\_\_\_

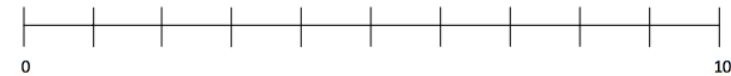
#### AROMA CHARACTER

\_\_\_\_\_

\_\_\_\_\_

#### FLAVOR

Overall Flavor Intensity



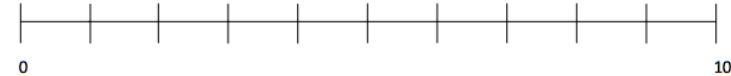
Sweetness



Sour



Bitter



#### AROMATIC

Mango



Floral/Passionfruit



## DIFFERENCE FROM CONTROL

### Juice Evaluation Ballot

#### Sweetness

Very Much	Moderately	Slightly	Trace	Equal to...	Trace	Slightly	Moderately	Very Much
<<<Less Than<<<				Matches Control	>>> MORE THAN>>>			
1	2	3	4	5	6	7	8	9

#### Astringency

Very Much	Moderately	Slightly	Trace	Equal to...	Trace	Slightly	Moderately	Very Much
<<<Less Than<<<				Matches Control	>>> MORE THAN>>>			
1	2	3	4	5	6	7	8	9

#### Chemical/Artificial

Very Much	Moderately	Slightly	Trace	Equal to...	Trace	Slightly	Moderately	Very Much
<<<Less Than<<<				Matches Control	>>> MORE THAN>>>			
1	2	3	4	5	6	7	8	9

#### Anise

Very Much	Moderately	Slightly	Trace	Equal to...	Trace	Slightly	Moderately	Very Much
<<<Less Than<<<				Matches Control	>>> MORE THAN>>>			
1	2	3	4	5	6	7	8	9

#### Mouthcoa

Very Much	Moderately	Slightly	Trace	Equal to...	Trace	Slightly	Moderately	Very Much
<<<Less Than<<<				Matches Control	>>> MORE THAN>>>			
1	2	3	4	5	6	7	8	9



# 3 - CONSUMER PRIORITIES

## WHY...

- Know where you have wiggle room
- Prioritization of changes
- Acceptance and threshold

## DETERMINE CONSUMER'S...

- Frame of reference
- Must haves/Must deliver
- Willingness to compromise

## APPROACHES TO CONSIDER...

- Formal directed test (up front)
  - Quant or Qual
- Scouring previous research
- Assessment of competition - who is winning, who is losing



Get to know your sensory resources  
Don't hesitate to do what you can  
Be consistent

Thank you  
Questions?



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