

## Club Pizza - Sensory Analysis with Sonia

"I run our sensory analysis tests. They help us to find out what people think of the appearance, smell, flavour and texture of our pizzas before we include them on the restaurant menu. We try out new pizza ideas on real people - friends and family. If they give us the thumbs up we know we are on the right track - will you help us out?"



In the food industry, sensory analysis is a scientific approach to testing the characteristics of foods using our senses of sight, smell, taste, touch and hearing. Sensory analysis is done by specially trained experts and takes place under controlled conditions. It's quite complicated! Food manufacturers use sensory analysis to check that their production processes are working perfectly, or if they need to be changed to maintain the quality of their products.

At Club Pizza, we do consumer tests with our customers to see what they think of our new pizza recipes.

We do 3 types of tests:

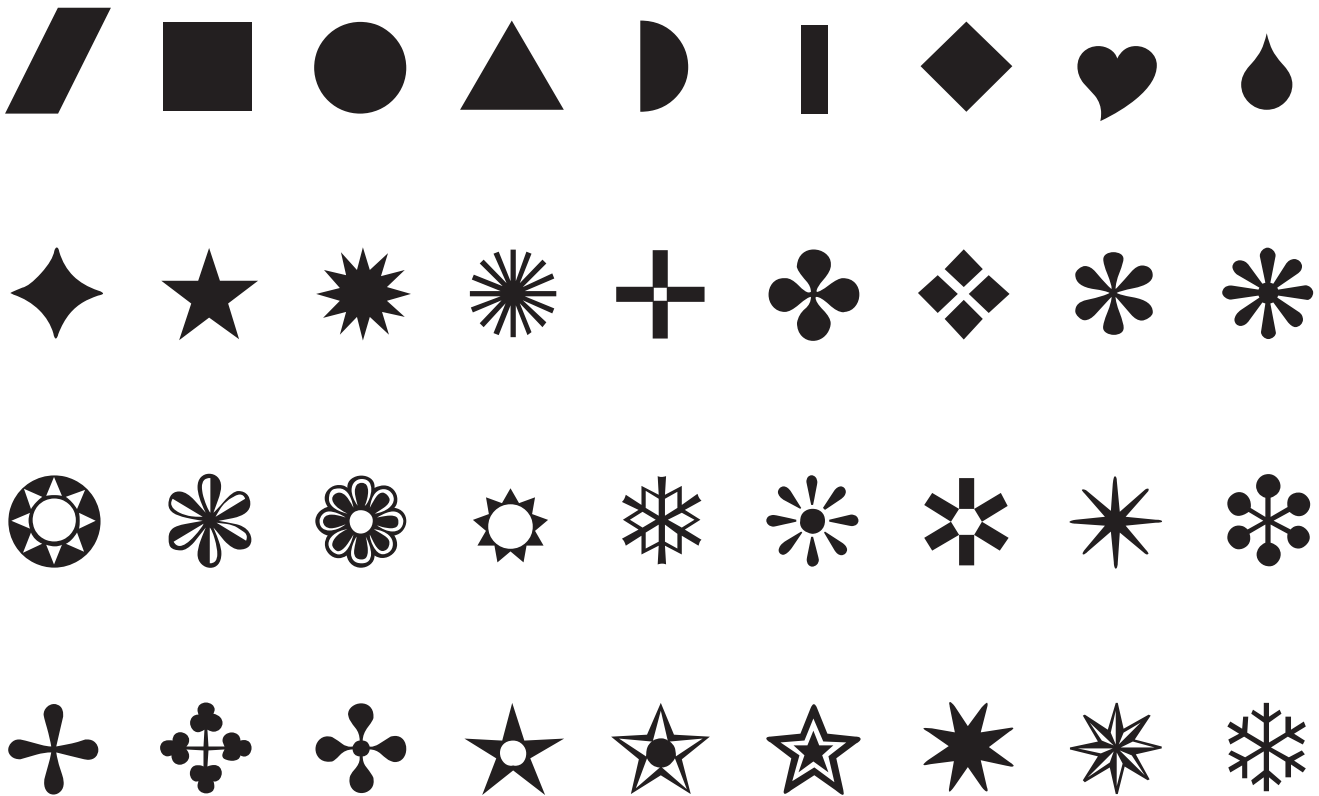
- | Sensory Descriptors - checking consumers' sensory reactions - their views on the appearance, smell, flavour and texture of our pizzas.
- | Hedonic Descriptors - checking whether consumers like or dislike our pizzas and which ones they are most likely to buy.
- | Attitudinal Descriptors - checking consumers' attitudes or views about take away food in general. We have to keep-up with latest consumer trends.

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## Consumer Tests

The tests have to be fair and not biased. Instead of giving customers a named piece of pizza to try, eg Indian Spicy Special we label each sample with a code. This avoids customers being influenced by positive or negative views about a pizza before they've even tasted it - especially important as some of our Global Pizzas contain unusual ingredients! These codes can be the form of symbols.

Symbols used for identifying food samples.



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At Club Pizza, we record information about customers' views of the appearance, smell, flavour and texture of our pizzas. We ask customers to describe their sensory reactions. Here are some examples of words they use:

- | **Appearance** - colourful, dark, pale, greasy, crumbly, moist.
- | **Smell** - garlicky, fruity, beefy, smokey, fatty, oniony.
- | **Flavour** - salty, herby, tomato, sweet, spicy, burnt.
- | **Texture** - crisp, crunchy, stringy, soft, sticky, hard.

## Sensory Chart

Sample	Appearance	Smell	Flavour	Texture
1				
2				
3				
4				

