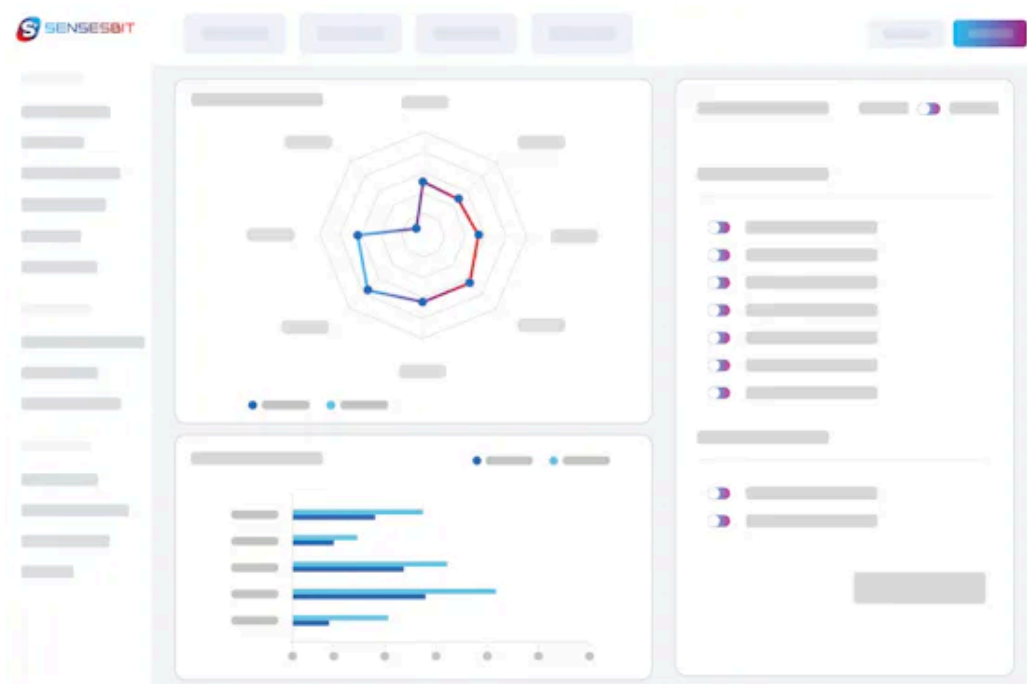


# SENSORY PLAYBOOKS

# SENSESBIT

Become an expert in  
sensory analysis



# Sensory analyst toolkit

Today a sensory analyst is expected to have a 360° understanding of the consumer, the product and the market.

A good **sensory analyst** is expected to have these **competencies** and we want to help you to become one with some recommendations:

## Innovation

- Accurate measurement of sensory attributes
- Process or ingredient to taste correlation



Sensory and Consumer Research in Food Product Design and Development  
Howard R. Moskowitz PhD, Jacqueline H. Beckley MBA, Anna V. A.

## Quality

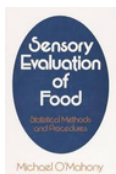
- Batch homogeneity
- Supplier standardisation



A comparison of sensory methods in quality control  
E. Costell

## Statistics

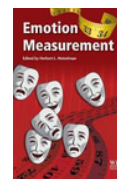
- Generalisation of the study to the population
- Estimating the risk of decisions



Sensory evaluation of food statistical methods and procedures  
Michael O'Mahony

## Psychology

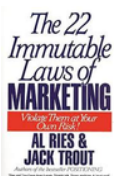
- Understanding what emotions trigger sensations
- Measuring emotions



Emotion Measurement  
Meiselman, Herbert L.

## Marketing

- Marketing is a battle of perceptions, not products.
- Understanding the difference between perception and reality



22 Immutable Laws of Marketing: Violate Them at Your Own Risk  
Ries, Al, Trout, Jack

## Keep up to date

Sensory analysis is constantly evolving. Follow the leaders in the industry:

### Maruxa Quiroga



CEO & Co-founder  
SENSEBIT

### Juan Diego Torres



Teacher and researcher at  
Universidad de Antioquia

### Mara Galmarini



Researcher and consultant in  
the area of Sensory Science.  
University professor.

### Amparo Tárrega



Sensory Research Scientist  
IATA - CSIC