



*“BEER QUALITY AND STABILITY  
ON THE MARKET”*

*Dr Boris Gadzov*

ASBC Annual Meeting 2015

- Nielsen: 1 of 49 USA consumers will complain; rest will just stop buying your products
- 21,286 consumer complaints (23% of all) in USA in 2010 were taste related



Topics > Peanut Butter

Posted 03/20/2009 07:00 AM | Comment | Recommend

## Peanut recalls still trickling in

By Sue Kelly, USA TODAY

Buzz up! Like this story? Share it with Yahoo! Buzz

Good morning. You may think that the danger has passed when it comes to your chance of eating a food containing salmonella-contaminated peanut butter. After all, it has been almost six months since Americans started falling



Elizabeth Weise and Julie Schmit report that companies producing peanut butter containing peanuts produced by the Peanut Corporation of America are tied to a salmonella outbreak that has sickened 46 states and has contributed to the deaths of nine

## Food Problems Elude



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### China's food safety policy under scrutiny again

January 8, 2010

•Source: just-food

Fresh questions have been raised about China's food safety policy after it emerged officials waited almost a year before going public with its latest probe into alleged melamine contamination in milk.

Wednesday, Feb. 10, 2010

## Toyota recalls Prius, three other hybrids Brake problem may affect up to 400,000 cars worldwide

By **HIROKO NAKATA**  
Staff writer

Struggling to keep its reputation for quality from being tarnished further, [Toyota Motor Corp.](#) on Tuesday issued a recall of 223,068 of its [hybrid cars](#) in Japan, including the latest Prius model, to fix a brake system problem.

The four models under recall are the new Prius, the luxury Lexus HS250h, the Sai compact sedan and the plug-in Prius hybrid, which all employ a similar brake system.

"We will do everything in our power to regain the confidence of our customers," Toyota President Akio Toyoda said in English at a news conference in Tokyo. "We have decided to recall, as we regard safety for our customers as our foremost priority."

Toyoda said the company will soon



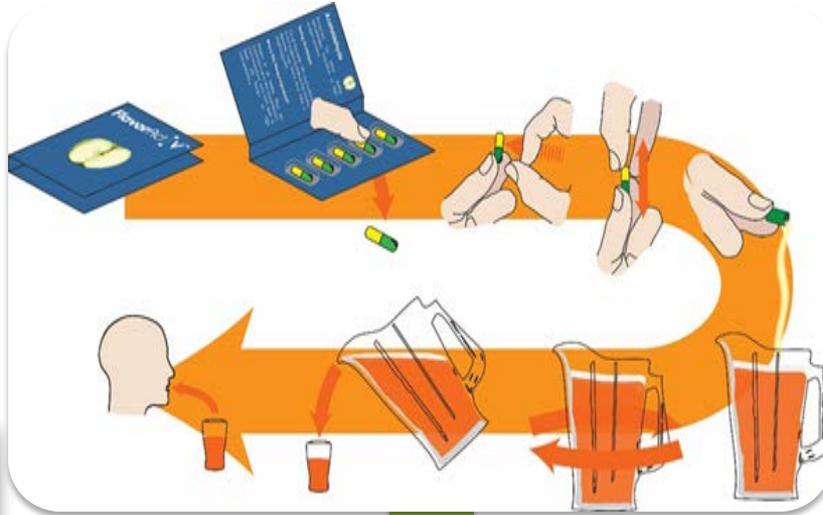
Damage control: Toyota Motor Corp. President Akio Toyoda faces reporters Tuesday in Tokyo after reporting to transport minister Seiji Maehara on the firm's plans to recall about 400,000 hybrid cars around the globe. KYODO PHOTO

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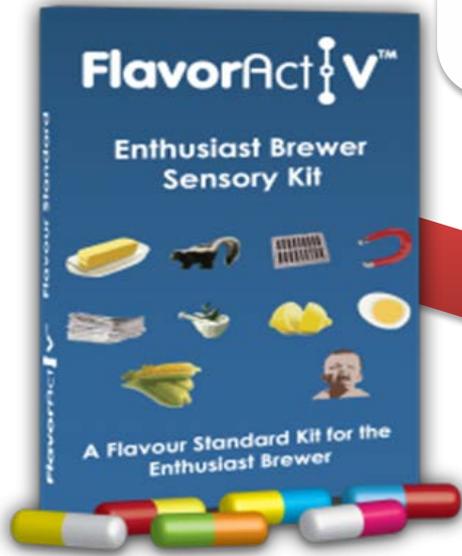
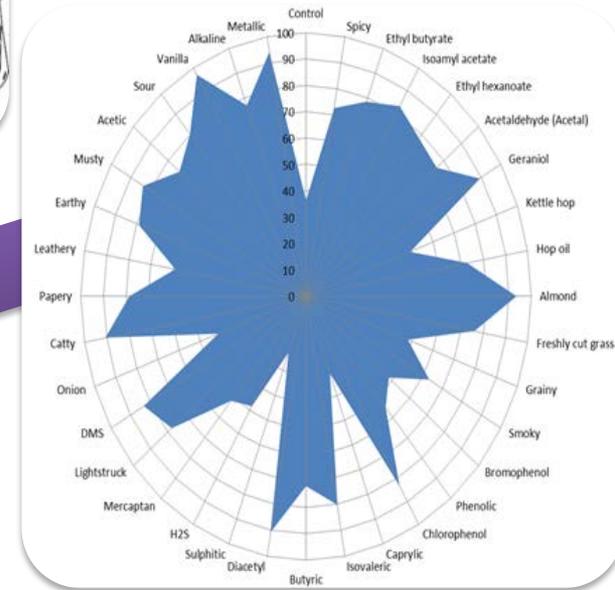
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# Sensory Evaluation Currently

Training



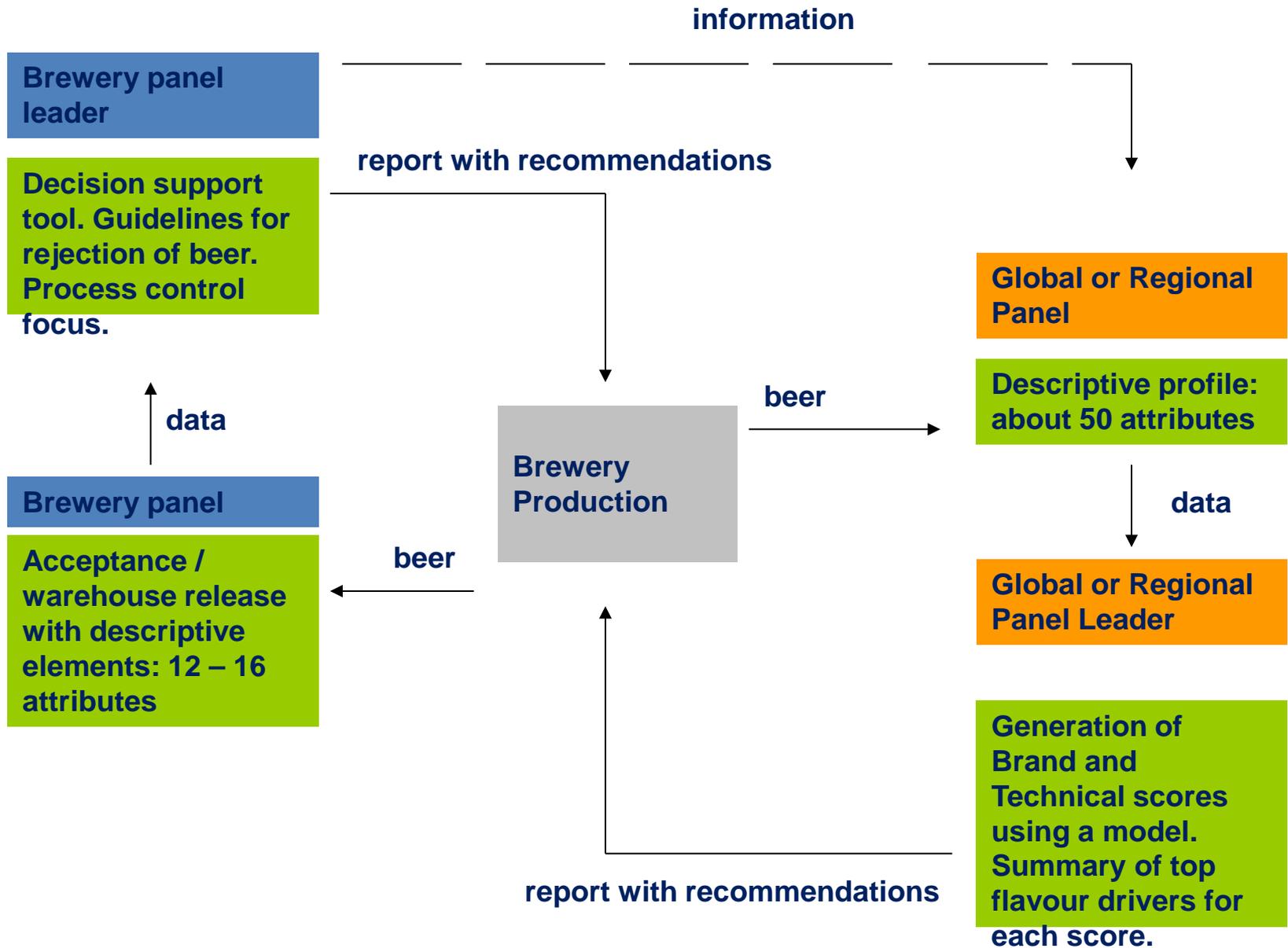
Validation



Trained Sensory Panel

Reference Standards

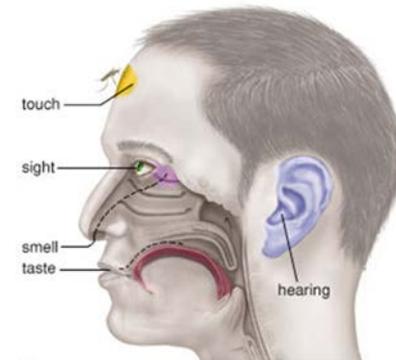
# Brewery Sensory



# Market Study



**Brewery**



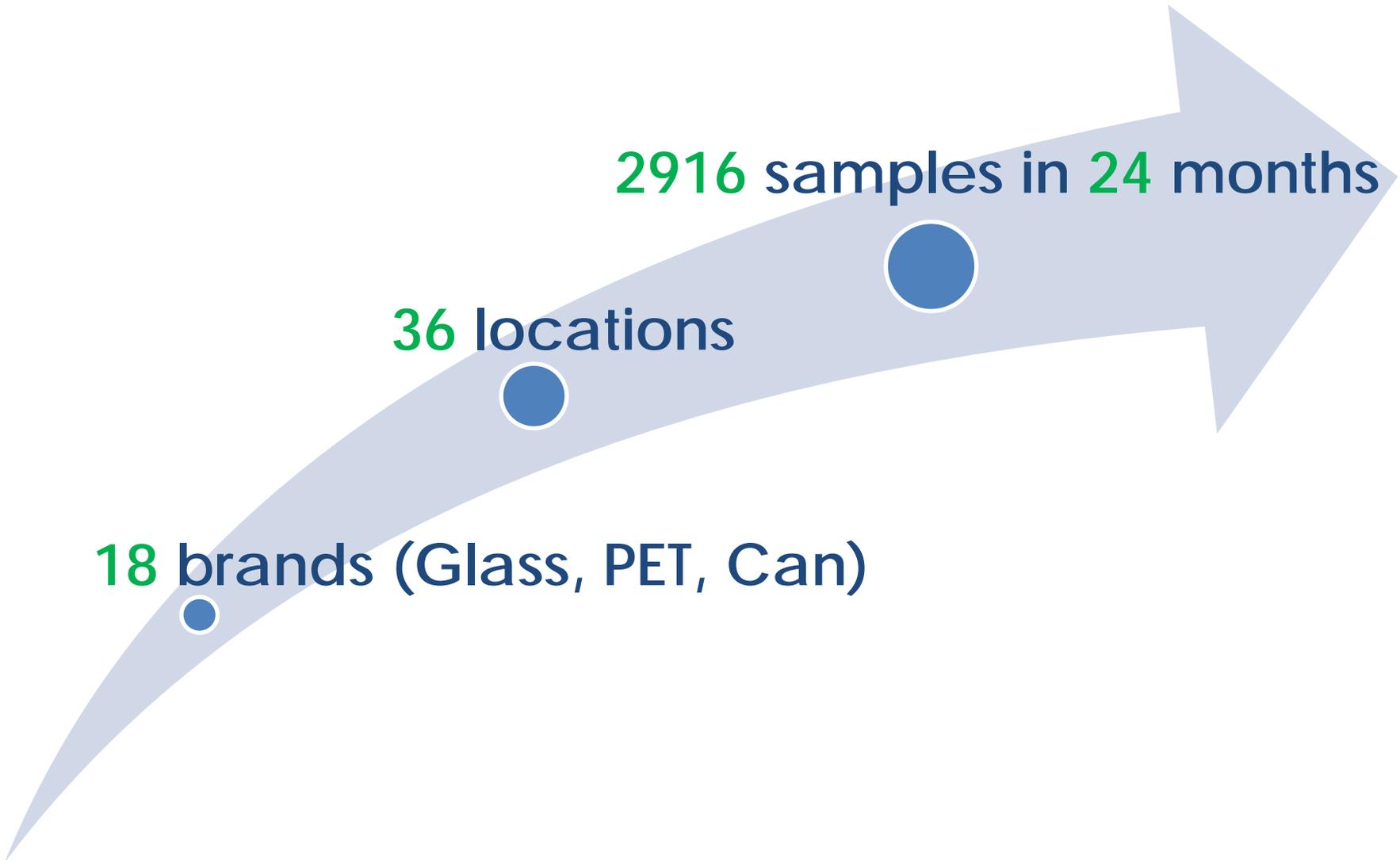
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# Market Study Scenario

18 brands (Glass, PET, Can)

36 locations

2916 samples in 24 months

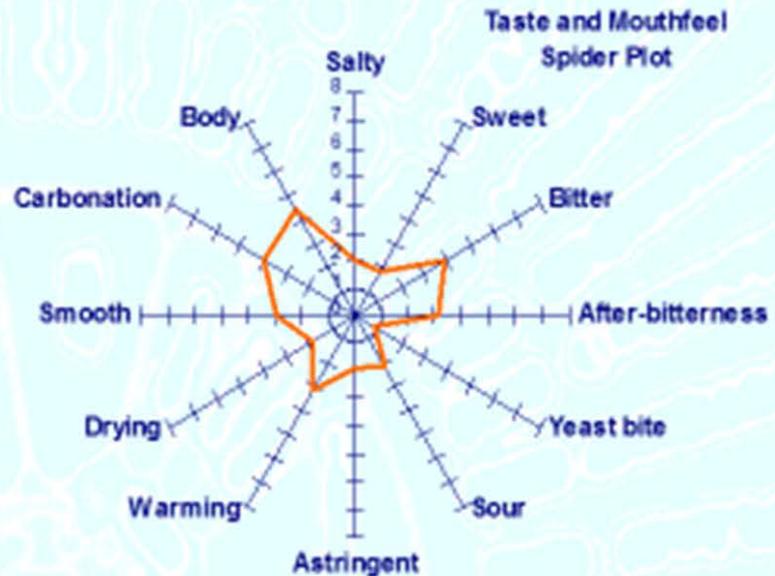
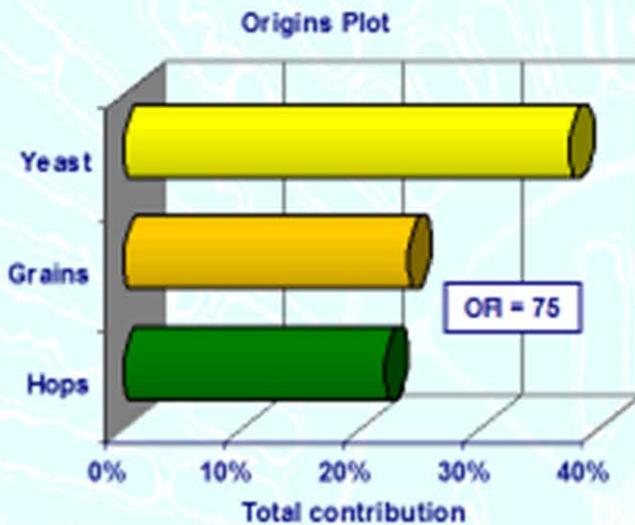


# Brand Flavor Fingerprinting (Example)

## Global Lager

### Summary Description

A refreshing, fruity fizz of banana and apple gives way to a complex mix with suggestions of grains and malt, with added spice. This is followed with light bitter hop notes to provide a beer with a crisp, clean bite to tantalise the palate.



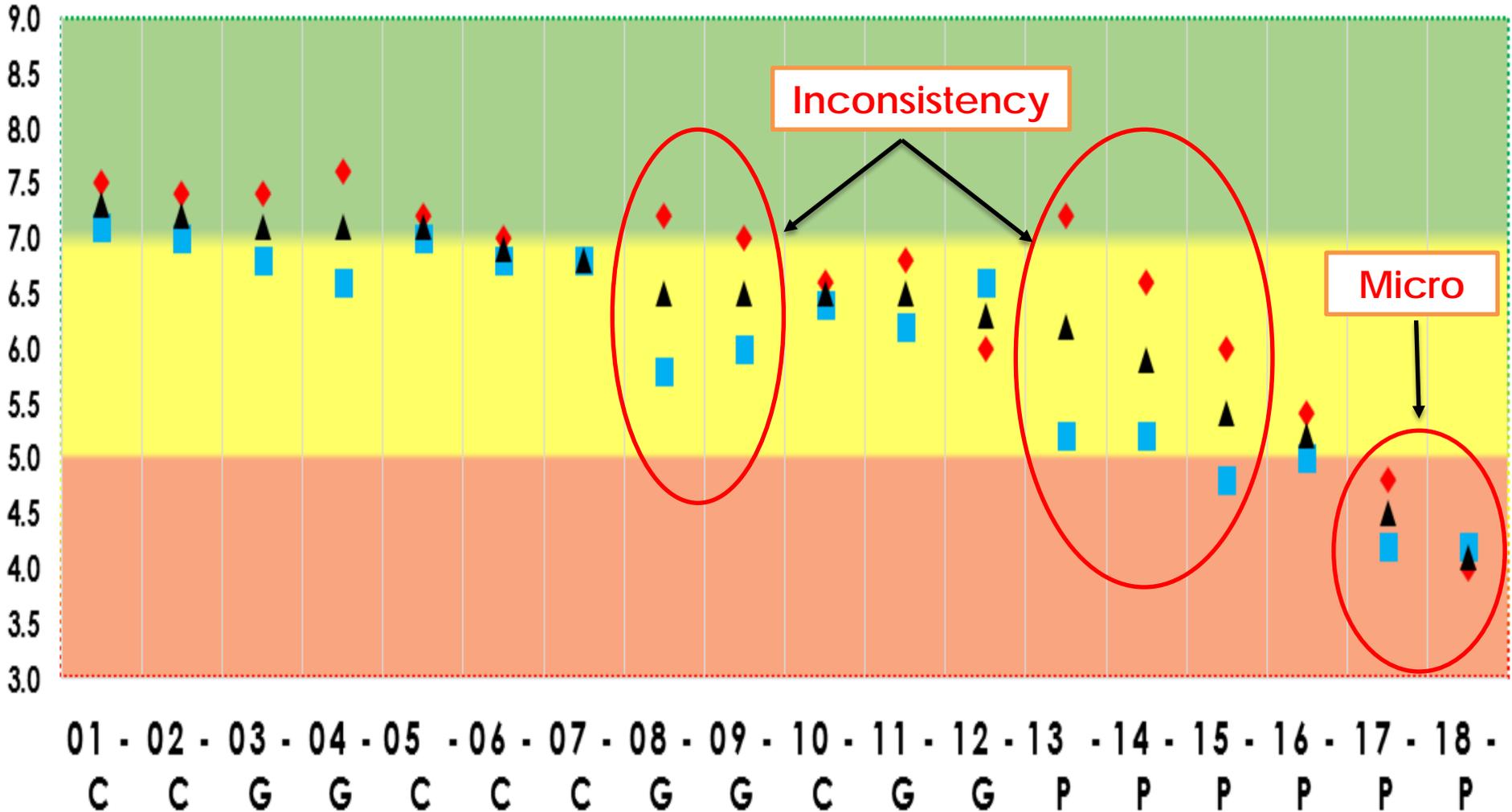
# Detailed Sensory & Descriptive Analysis

- 12 Expert tasters
- Trained on Flavor Recognition & Intensity (150+ flavours)
- Validated 12 times per year

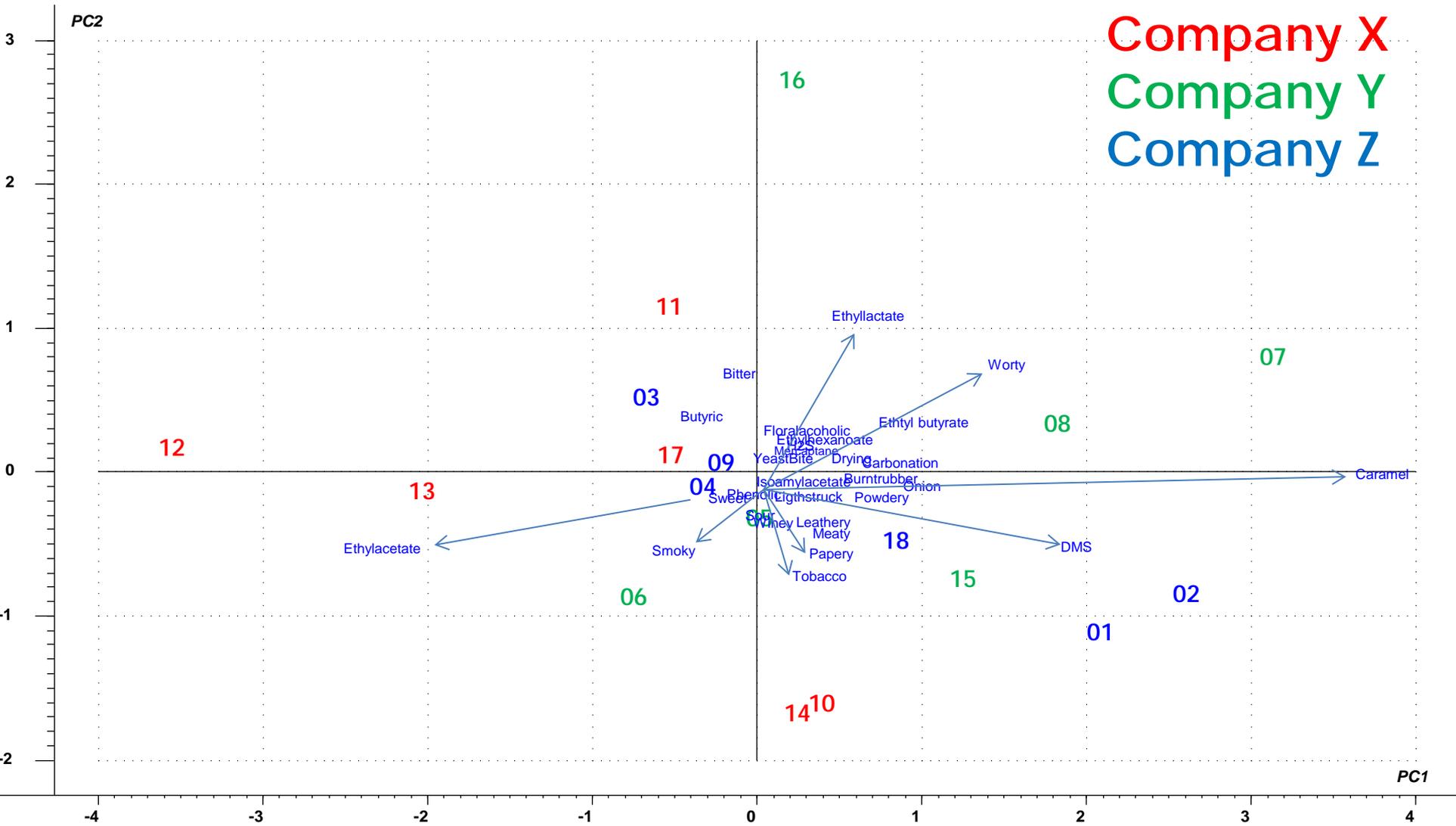


# Overall flavor quality index

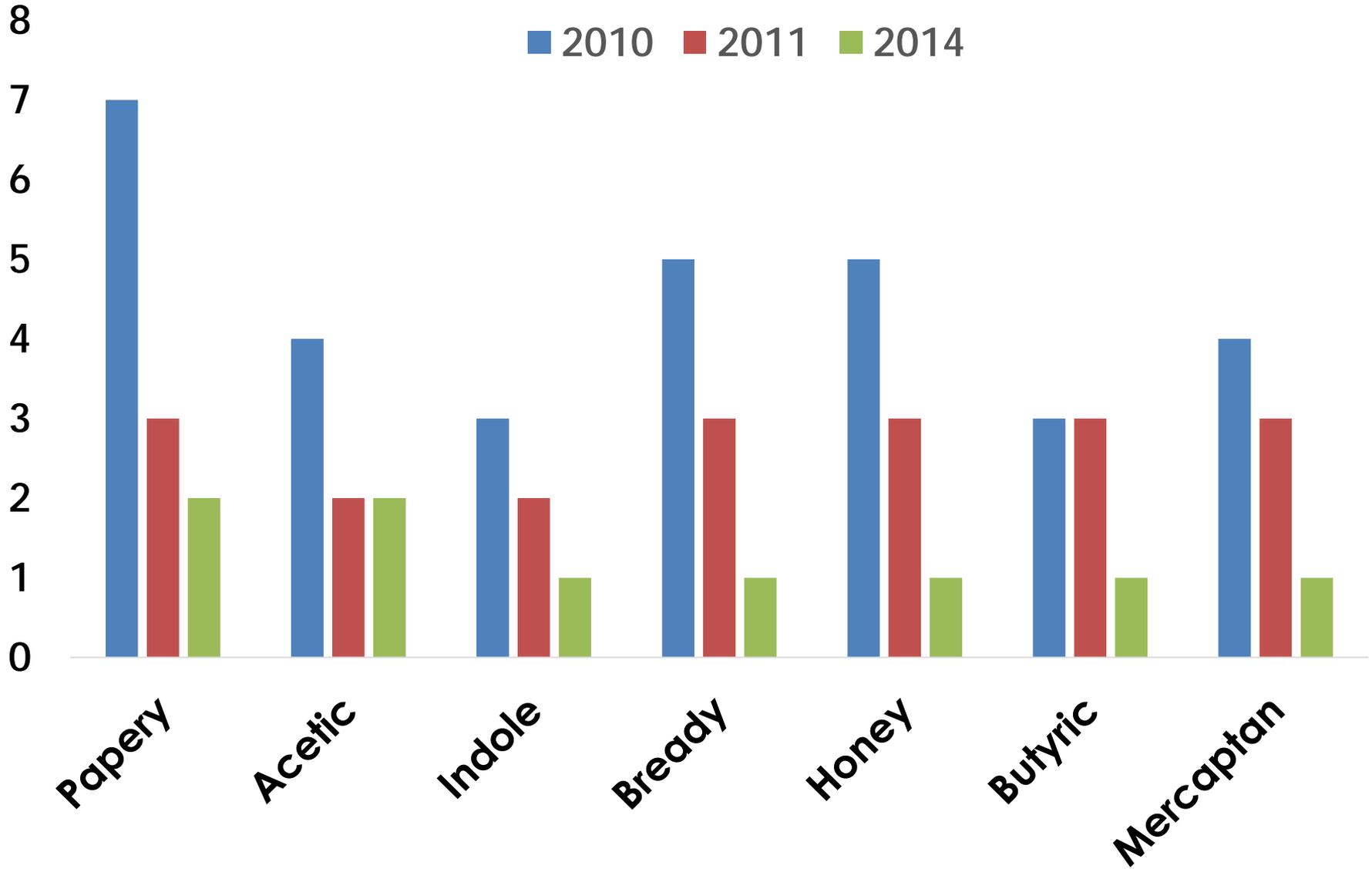
◆ PEAK SEASON    ■ LOW SEASON    ▲ Average



# Principal Component Analysis – Brand differentiation

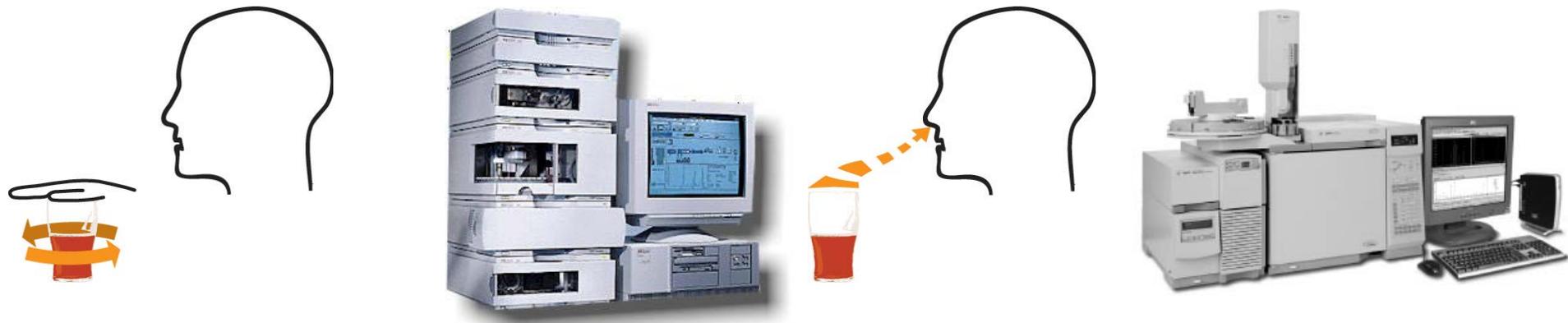


# Historical comparisons – Brand XX



# Aligning Sensory with Analytical

- Human experience vs. Providing absolutes
- How the flavour interacts with the beverage vs. Correct specified intensity



# Consumer Preference (Example)

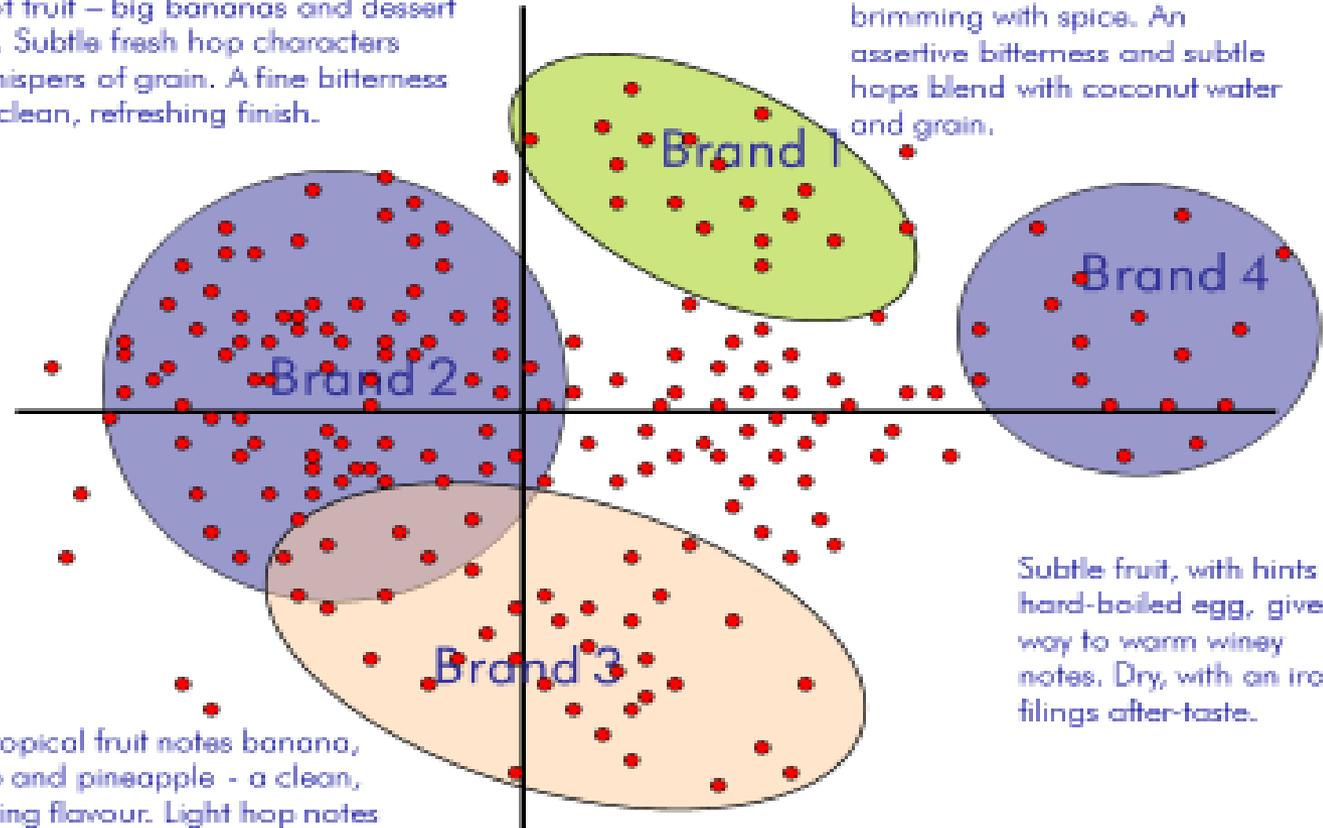
Preference Mapping

## Preference map

A fizz of fruit – big bananas and dessert apples. Subtle fresh hop characters with whispers of grain. A fine bitterness and a clean, refreshing finish.

A deliciously aromatic beer, brimming with spice. An assertive bitterness and subtle hops blend with coconut water and grain.

Principal component 2 (35%)



Light tropical fruit notes banana, mango and pineapple - a clean, refreshing flavour. Light hop notes and a fast finish on the palate.

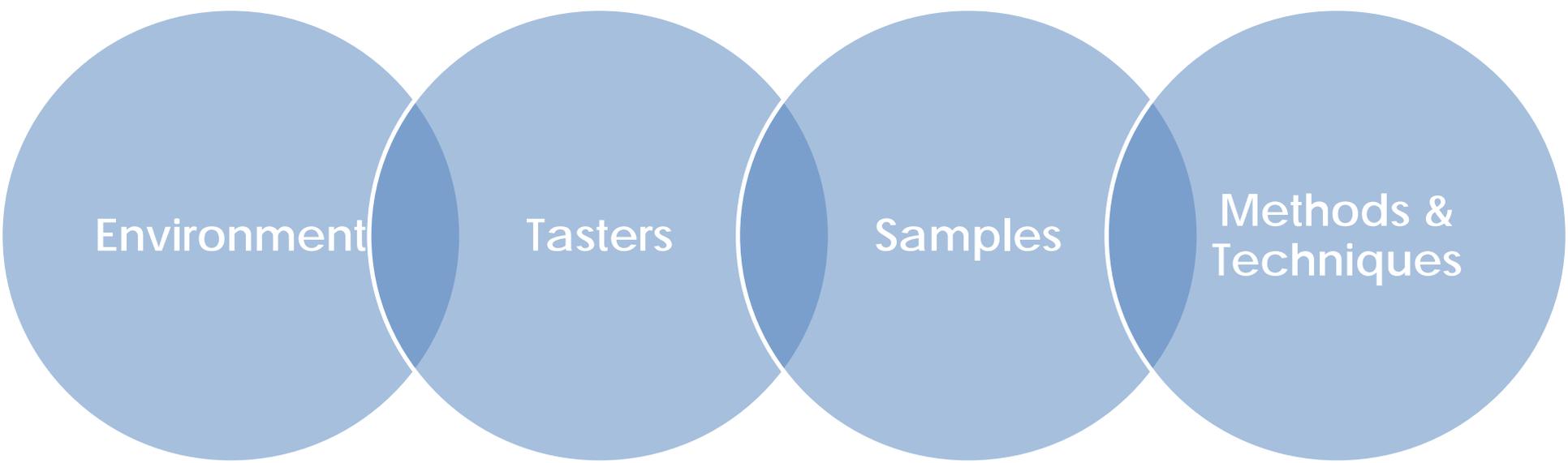
Subtle fruit, with hints of hard-boiled egg, give way to warm winy notes. Dry, with an iron-filings after-taste.

Principal component 1 (45%)

# Conclusions

- Brand consistency in general is higher in peak season
- Brand consistency and quality showed highest performance in Brown, followed by Clear and Green glass
- Brand consistency and quality showed lowest performance in Clear PET
- Company "Z" vs. competitor brands shows lowest flavor differences & unique attributes
- In General flavor profiles of all brands included in this study shows high % of similarity & low % of uniqueness

# Good Sensory Practice Requires Attention to...



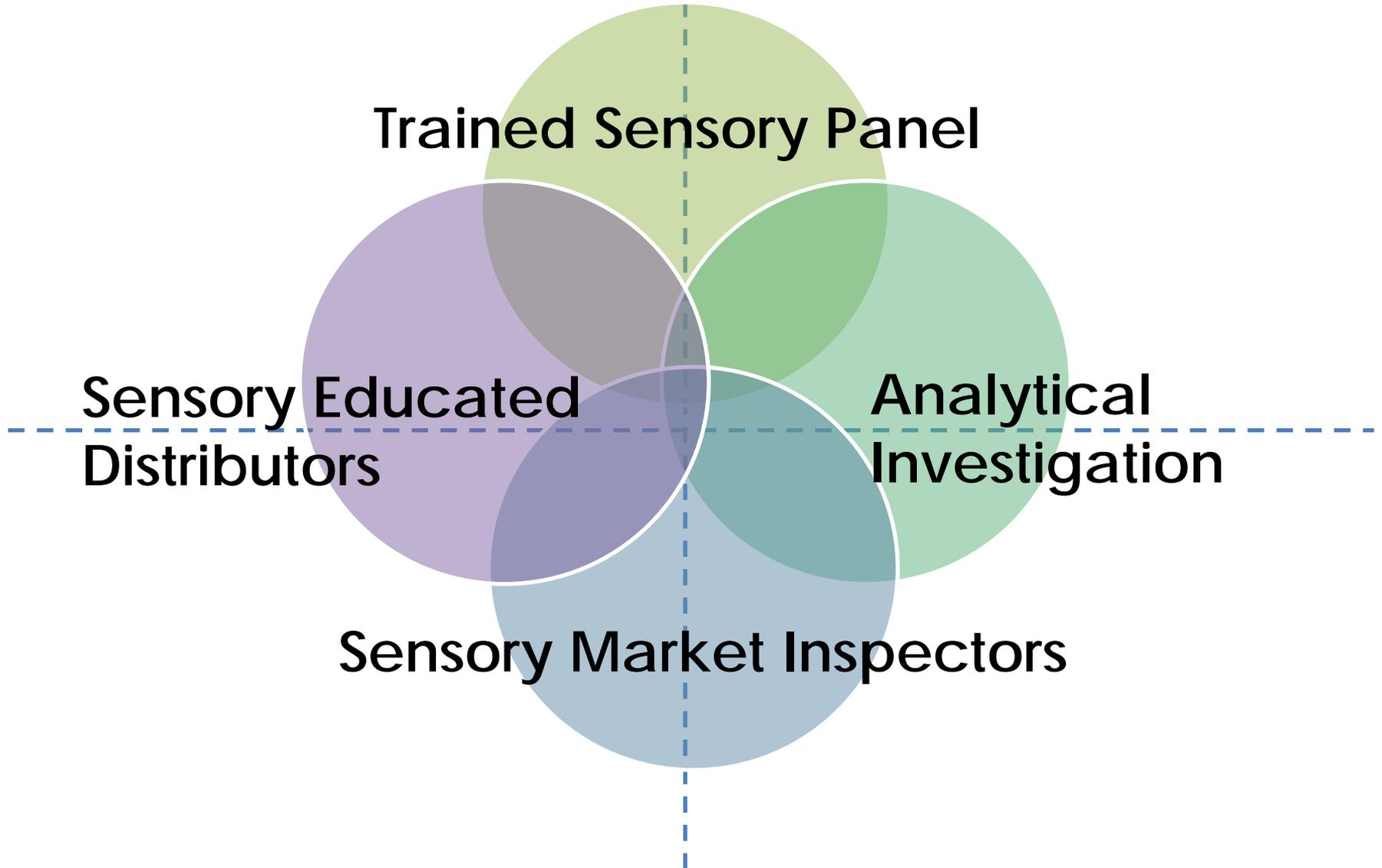
Environment

Tasters

Samples

Methods &  
Techniques

# Good Sensory Practice



# *Would like to thank:*

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*and*

*FlavorActiV's Global Customers*