

SENSORIK I FORBRUGER-ORIENTERET PRODUKTUDVIKLING

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ARLA FOODS
SENSORY & CONSUMER SCIENCE**



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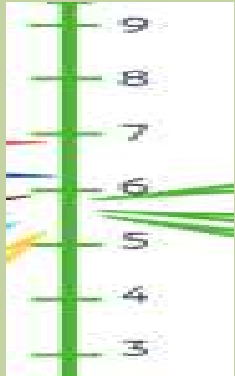
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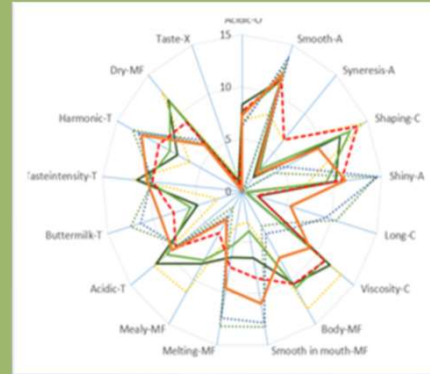
ARLA FOODS SENSORY AND CONSUMER SCIENCE



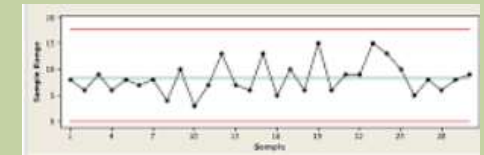
CONSUMER PREFERRED PRODUCTS



**CONSUMER PRODUCT TESTING
WITH THE
TARGET CONSUMER**



**SENSORY PROFILING
INNOVATION**



**QUALITY ASSESMENT
AT THE DAIRY**

1 2 3 4

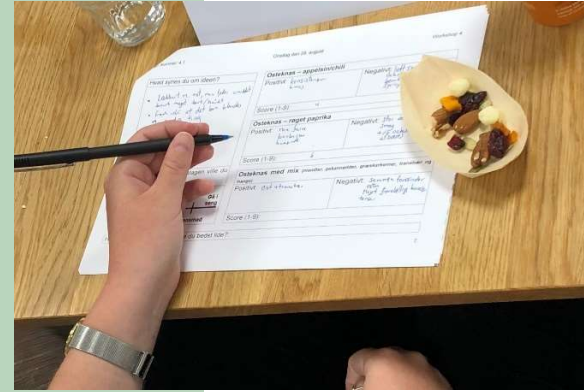
DESIRABILITY

FEASIBILITY



VIABILITY





“Continuous involvement of consumers ensure fast learning”



EARLY CONSUMER FEEDBACK

EXPECTATIONS



EXPERIENCE



CONSUMER PRODUCT EXPERIENCE



CONSUMER PRODUCT TESTING

HOW





ARLA INNOVATION ENVIRONMENT



ARLA CONSUMER HOUSE

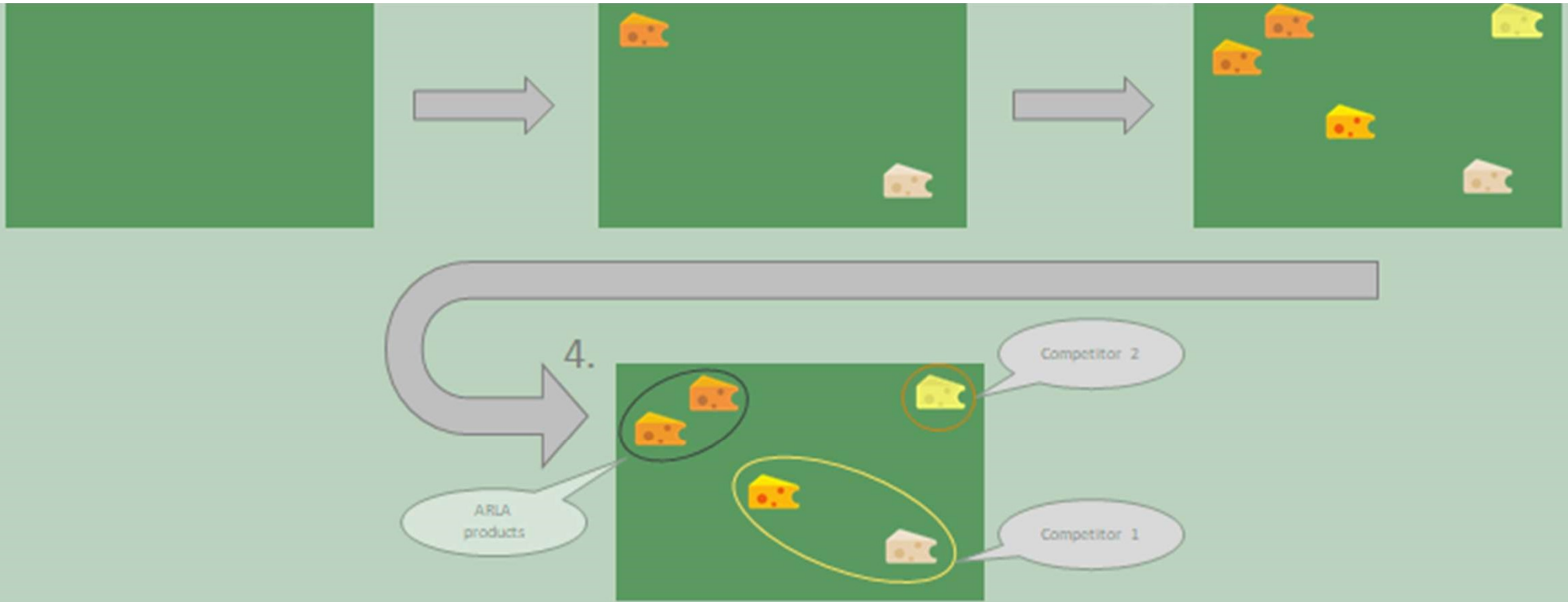


2 SENSORY LABS DK

1 SE

1 NL

1 BH



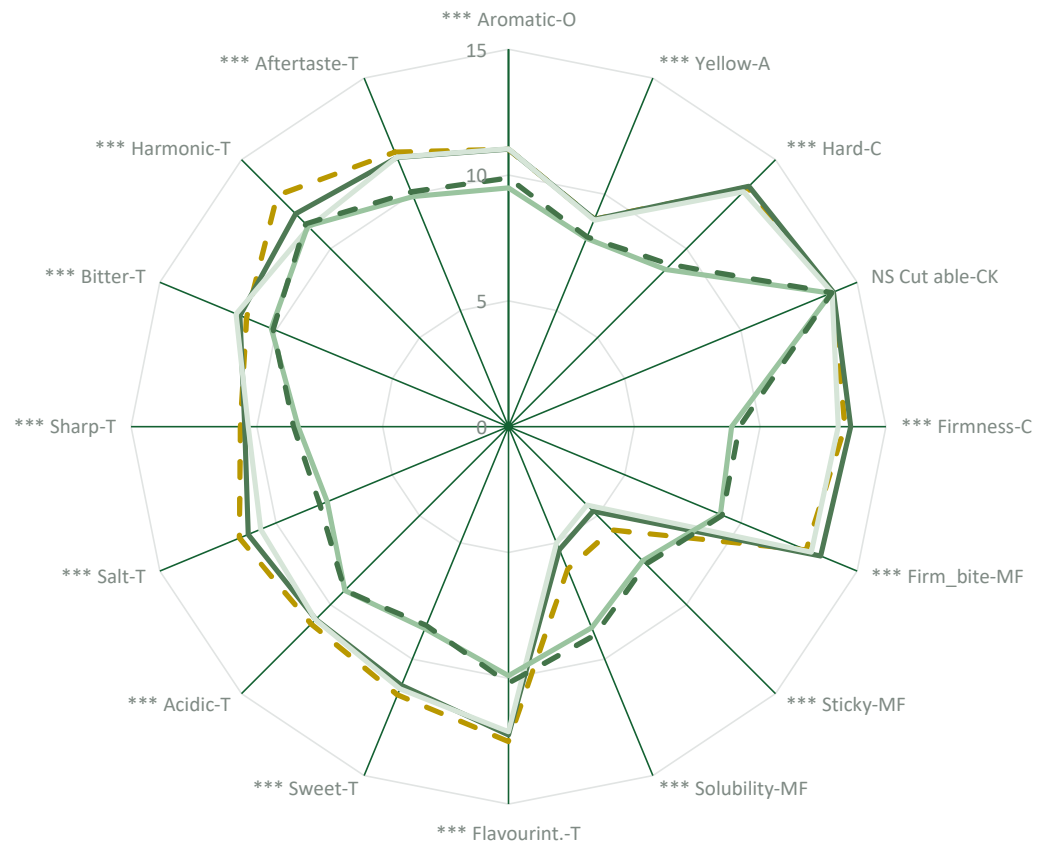
CONSENSUS MAPPING



**TRAINED
PANELS**

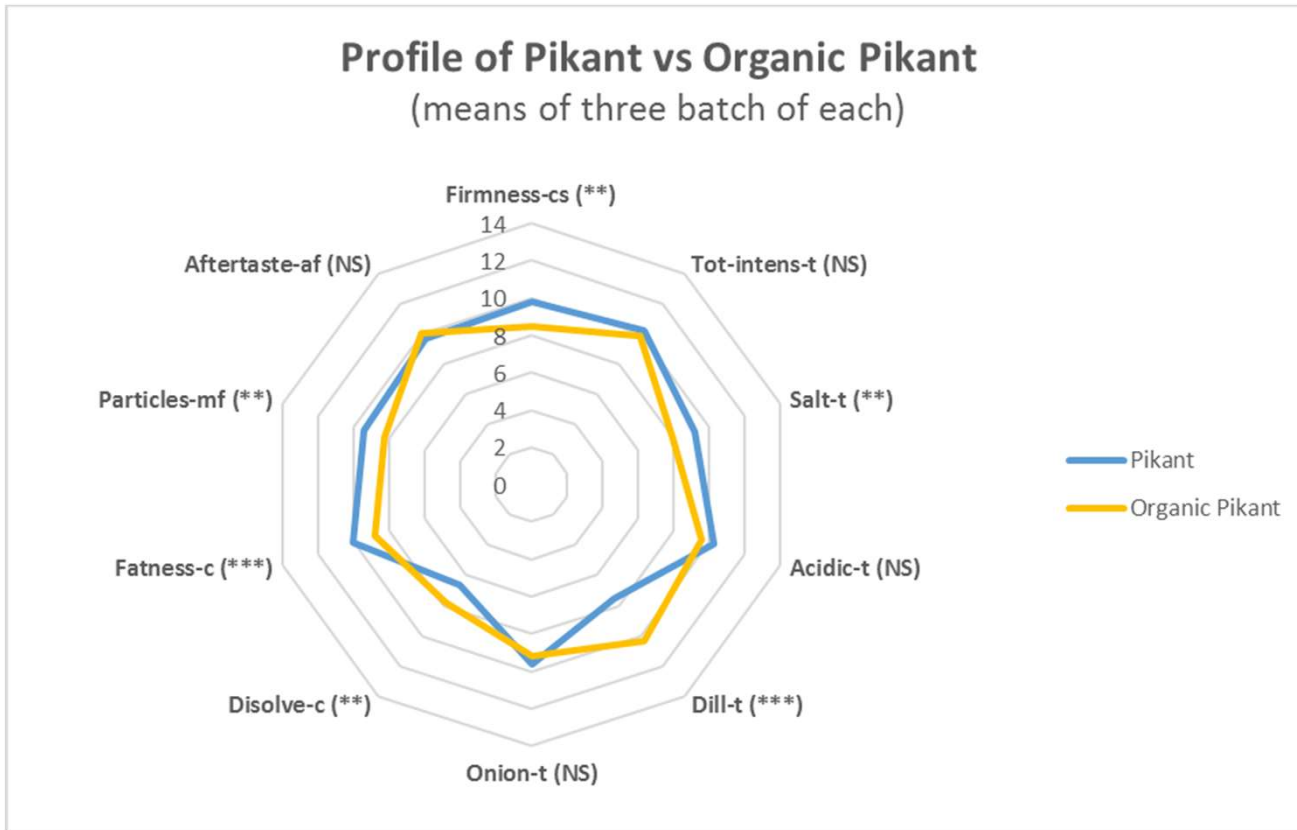
IN-DEPTH SENSORY ANALYSES

SENSORY PROFILE



IN-DEPTH SENSORY ANALYSES

A CASE STORY





Distinctly
crumbly
CHEDDAR

MATURE

Deliciously fruity
with a
crumbly texture
and subtle crunch

3



Remarkably
crumbly
CHEDDAR

EXTRA MATURE

Tangy and fruity
with a
crumbly texture
and crispy
crunch

4

**EXPECTATIONS
CREATED BY
TASTE DESCRIPTIONS**



Odour

Appearance

Flavour

Mouthfeel

Aftertaste

Expectations

Experience

Overall acceptance:
Overall liking,
Satisfaction &
Purchase Intent



THANK YOU FOR LISTENING!