



IN ASSOCIATION WITH



PRESENT

SENSORY SCREENING AND EVALUATION

26th OCTOBER 2010

**TRAINING IN SENSORY EVALUATION TECHNIQUES
FOR TECHNICAL AND NON TECHNICAL PERSONNEL
TO BE HELD AT THE SOFHT TRAINING ROOM
(THE GRANARY)**

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Food Integrity Consulting has developed this interactive, enjoyable course exploring the techniques and concepts involved in sensory evaluation, as well as screening delegates for their ability to taste.

Why should you attend this course?

Both technical and non technical personnel requiring a basic but thorough and authoritative grounding in the purpose of sensory evaluation, basic techniques for carrying out or participating in taste panels, descriptors used for recording the results of analysis, practical applications for taste panelling and understanding the senses used in tasting and appreciating food.

Venue – The SOFHT training room – The Granary, Middleton House Farm, Tamworth Road, Middleton, Staffs, B78 2BD

Course Programme and Timings

Registration will be between 9.45 and 10.00 am

Training will commence promptly at 10.15 am.

The course will end at 4.00 pm.

The course programme will include the following elements which will be presented in an interactive manner with practical sessions and extensive opportunity to practice taste panel concepts:

1. Delegates will be screened for their ability to taste and there will also be an opportunity to take a simple colour blindness test.
2. Introduction to and discussion about the purpose of sensory evaluation and the senses involved.
3. Discussion about the terms used to describe the taste, texture, appearance and colour, sound and smell of food.

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4. Explanation of how the senses of smell and taste work, and how they interact in sensory evaluation to affect judgement and sensory appeal.
5. Demonstration of typical off or undesirable flavours, how to describe them, and how masking is used to conceal undesirable flavour attributes.
6. Discussion about the main areas of study covered in sensory evaluation, industrial uses of evaluation and how it can add value to food businesses.
7. Project work to demonstrate common techniques used in taste panelling, the pros and cons of each and factors to consider in selecting taste panel methods – this part of the course involves delegates taking part in a number of taste panel sessions

Breaks and Refreshments:

The cost of the course includes all refreshments which will be served during the day and at a planned lunch break.

Training Certificates:

A certificate of attendance will be issued to each delegate subject to their successful completion of the course.

Costs and Booking details:

The course will deliver a comprehensive day of practical training, prepared and delivered by recognised industry experts. At just **£190 plus VAT (£145 for SOFHT members*)** this is an exceptionally good value training event.

Please complete the booking form and return to us as soon as possible. If you have any questions call Julia Banks on 07793 937 531. For e mail enquiries:

julia.banks@foodintegrity-consulting.com

(*SOFHT members must confirm their personal or company membership number at the time of booking in order to take advantage of the discounted rate).



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