

# SENSORY EVALUATION SERVICE

We at the Shannon ABC offer a Sensory & Consumer Evaluation Service to support new product development, product improvement, benchmarking and quality testing.



**Shannon ABC**



**LIT**  
*Active Leadership in Education,  
Enterprise and Engagement*



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The evaluation of consumer products using sensory and consumer techniques has revolutionised the development process for concepts, products and brands. Shannon ABC has developed Sensory and Consumer Evaluation into a highly scientific technique for market testing. The Shannon ABC Sensory Evaluation Service is located on the Limerick Institute of Technology campus. Access to the bespoke facilities is restricted, however all enquiries regarding the services offered should be directed to the Service Director, Dr. Tracey Larkin ([tracey.larkin@lit.ie](mailto:tracey.larkin@lit.ie)).

## WHAT WE DO

### Product Development

- Identification of the key characteristics that drive choice which optimises the product's market performance.
- Benchmarking of a food product against competitor products for consumer preference.

### Product Improvement

- Investigation of the effect of reformulation or ingredient substitution on the sensory characteristics of products.

### Consumer Research

- Suppliers - presenting new concepts to buyers.
- Growers – identification of optimum varieties/soil/climatic conditions.
- Packers - presentation style, on-pack messaging.

### Quality Assurance

- Investigation of shelf-life and taint testing.

### Training

- On-site training courses and consultancy in sensory evaluation for in-house use.

## TEST SELECTION

<b>Type of Test</b>	Consumer test	Focus group	Sensory Profile
<b>Type of Data</b>	Preference	Target market opinion	Sensory Characteristics
<b>Subject</b>	Consumer (100)	Consumer group (10)	Trained panel (10)
<b>Cost</b>	€	€€	€€€

For further information, please contact Tracey Larkin  [tracey.larkin@lit.ie](mailto:tracey.larkin@lit.ie)