

Cornell Cheese Descriptive Sensory Panel

Are you a Cheese Producer looking to launch a new product, improve your current recipe, or win over a new consumer market niche?

Do you need to know how your cheese performs compared to your competitors?

We can help!

What is Descriptive Analysis?

- Sensory Evaluation technique that allows you to describe and measure differences between products in the same category

How is Descriptive Analysis used?

- Product development: new formula prototyping or existing formula improvement
- Category appraisal and benchmarking: competitor assessment

About the Panel

Panel: 14 expert panelists, pre-screened for sensory acuity, sensory discriminating abilities and highly trained

Method: Quantitative Descriptive Analysis(QDA®)

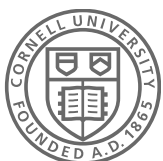
Sensory Modalities: Appearance, Aroma, Flavor, Texture and Aftertaste (total of 77 attributes)

Trained on a variety of Cheese Styles, including Cheddar

How to Engage the Panel

- Contact Alina Stelick at ap262@cornell.edu
- Discuss study parameters and pricing
- Schedule your Sensory Evaluation
- Receive your report in 5-10 business days

******Discounts are available for NY state based producers and members of Cornell Institute for Food Systems and Industry Partnership Program (CIFS/IPP)***



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