



Case Study: Using Descriptive Analysis for “Improved Taste” Claims on Vitamins

Background

Our client has moved their vitamin production. Based on the team tasting, the new flavors are considered an improvement from the original flavors. As such, the team would like to add a claim on the product to indicate that the taste has improved.

Objective

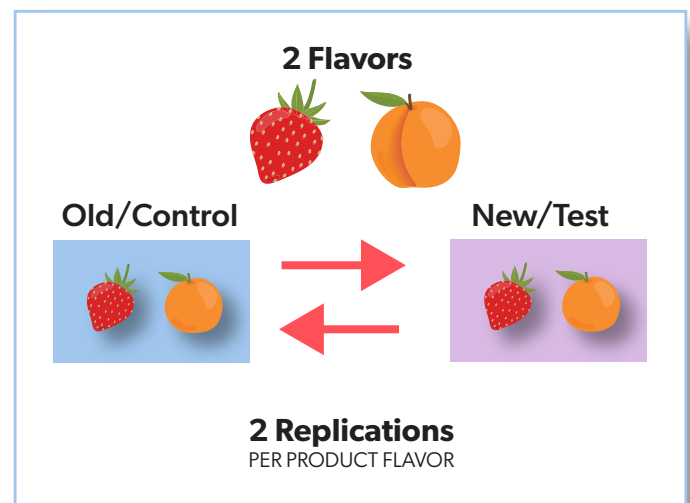
The study objective is to substantiate the following claim: “Improved Taste” or “New Improved Taste”, using prototypes with new flavors for all three vitamins.



Methodology

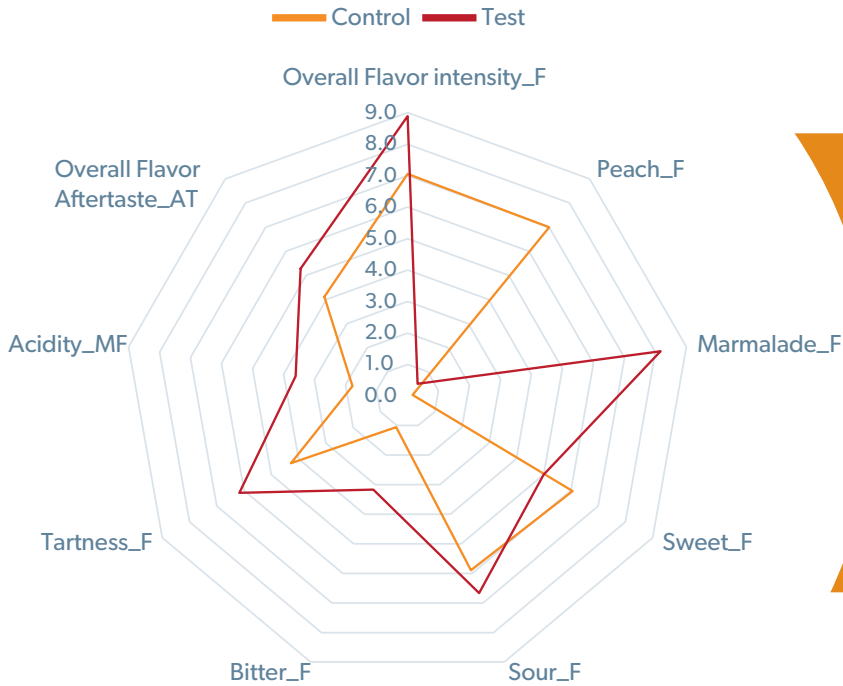
We conducted Descriptive Analysis with our panel of sensory experts.

- Data was collected using **t-test**.
The t-test is a method that determines whether two populations are statistically different from each other.
- Samples were presented using sequential monadic design and blocked by flavor.
- Panelists focused on flavor attributes, including acidity, tartness and flavor character.



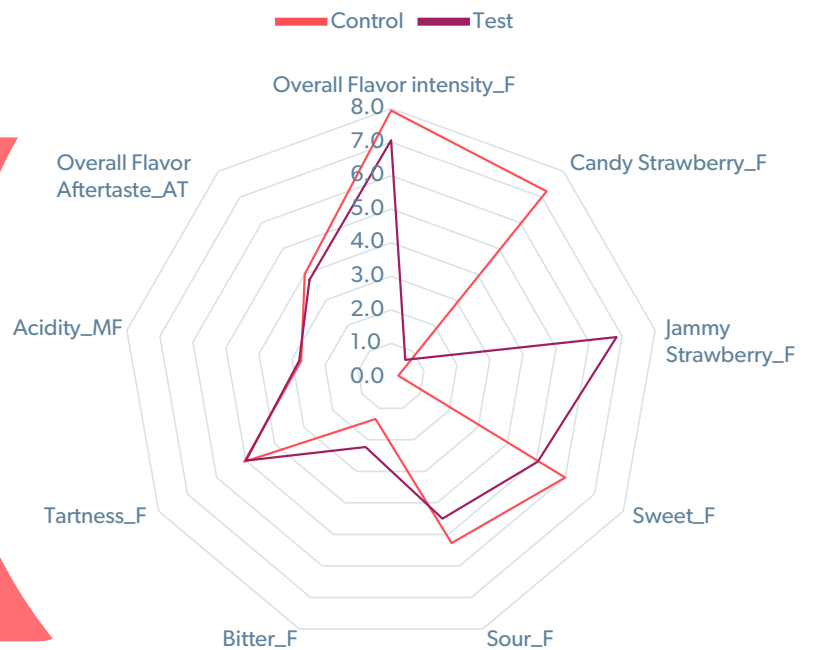
What We Learned

Peach: Control vs. Test



- The Peach flavored samples deliver significantly different intensities for all evaluated attributes.
- Peach Test delivers a more intense flavor profile, acidity mouthfeel and aftertaste than Peach Control.

Strawberry: Control vs. Test



- Strawberry Test is lower on the 0 - 9 scale for overall flavor, strawberry candy flavor, sweet and sour intensities.
- Strawberry Test delivers a jammy strawberry flavor.
- The Strawberry flavored samples are not significant in bitter, tartness, acidity mouthfeel and aftertaste attributes.