

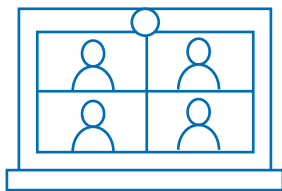


Case Study: Developing a Sensory Profile for Flavored Alcohol Beverage Products

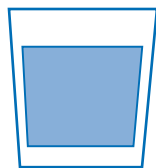
Objective

Our client would like a quantitative profile of each of their flavored alcohol beverage products and an overall summary of the product characteristics.

Methodology



Our trained sensory panel conducted this study via a video session.



30 ml of each sample was sent to each panelist along with cordial glasses and glass covers for evaluation. The samples were consumed neat at ambient temperatures.



Panelists worked on one flavor at a time and provided terminology to describe the perceived characteristics of each sample. Attribute intensity was collected via a consensus methodology.



The Panel was also asked to describe the product characteristics in two words before providing feedback for our client's two-word description of each product.



What We Learned

Apple Cinnamon Thyme



Product Profile

- A well balanced beverage with lime zest and candied cinnamon aroma and flavor.
- Slightly sweet with a whisper of floral apple aroma.
- A smooth, warming finish with a hint of thyme, and cracked black pepper flavor.

Panel Description & Feedback

- Warm and citrusy
- The original descriptor Warming and Zesty communicates the product characteristics well

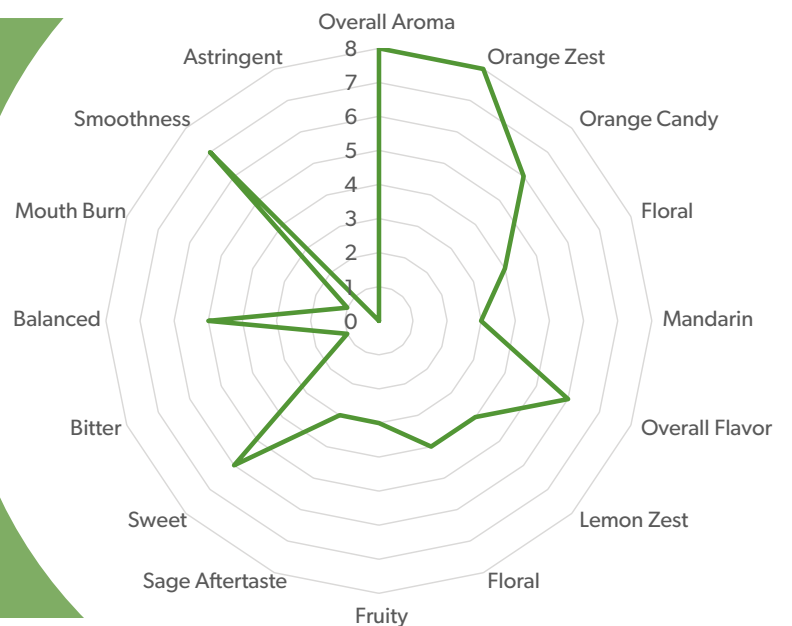
Orange Sage

Product Profile

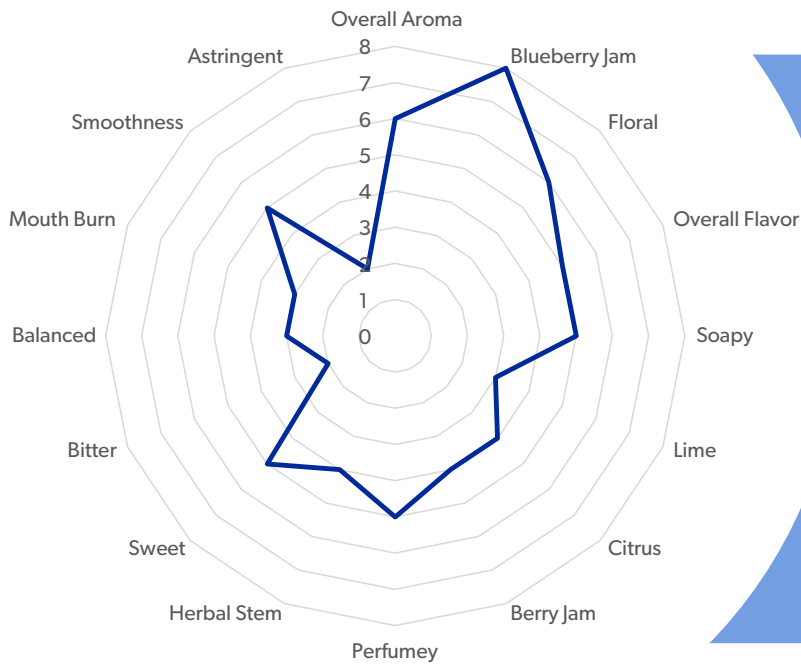
- A well balanced beverage with orange zest and orange candy aromatic notes with a touch of floral and mandarin fruit.
- Flavorful with orange zest, floral and mandarin fruit.
- Sweet and very smooth finish with a hint of fresh sage leaves.

Panel Description & Feedback

- Fun and lively
- Crisp summer day
- Sweet and bright
- Crisp and Bright communicates the product characteristics well



Blueberry Lime



Product Profile

- Blueberry jam, floral, and straight forward in aromatics.
- Flavor notes of blueberry jam, soapy, perfumy, citrus and lime and whisper of herbal stem.
- A smooth and sweet finish.

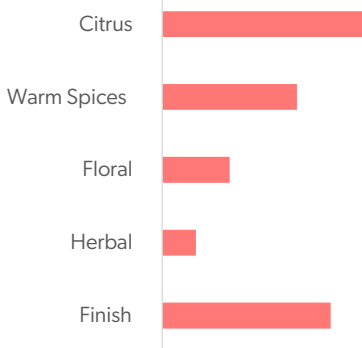
Panel Description & Feedback

- Fruity and herbal
- Floral and fruity
- Bold and fruity
- Full & Fruity does not seem to resonate the experience of this beverage because of the word Full that connotes "heavy" in flavor or "full body" in mouthfeel

A Visual Interpretation of All Flavors



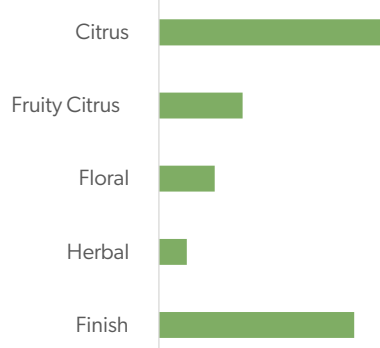
Apple Cinnamon Thyme



- Zesty Citrus:** Lime zest
- Warm Spices:** Cinnamon candy and cracked black pepper
- Floral:** Apple and soap
- Herbal:** Fresh thyme leaves
- Finish:** Balanced, smooth, warming



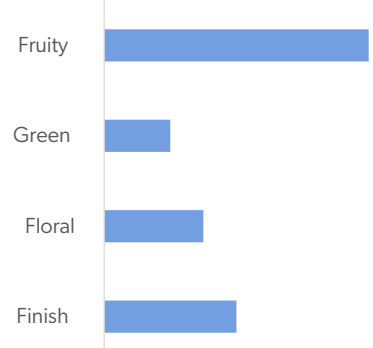
Orange Sage



- Zesty Citrus:** Orange zest
- Fruity Citrus:** Mandarin
- Floral:** Floral
- Herbal:** Fresh sage aftertaste
- Finish:** Balanced, smooth, warming



Blueberry Lime



- Fruity:** Blueberry jam, citrus
- Floral:** Floral, soapy, perfumy
- Green:** Herbal stem, green grass
- Finish:** Balanced, smooth, warming