

Case Study: Shelf-life Testing & Descriptive Profiling for Nutritional Beverages

Objective

Our client wanted to measure sensory attributes from time points 30 days to 6 months across all flavors of their nutritional shake product line. They also wanted to develop a full descriptive profile for their Orange Pineapple nutritional shake.

LAVORS

Orange Pineapple

Grape Apple

Banana Berry

Cinnamon Vanilla

Methodology

30 Days

Formula 1 v. Formula 1x ANOVA data collection

60, 90, 120 Days

Formula 1x Consensus data collection

6 Months

Formula 1x
Consensus data collection

T-test data collection

Lexicon Development

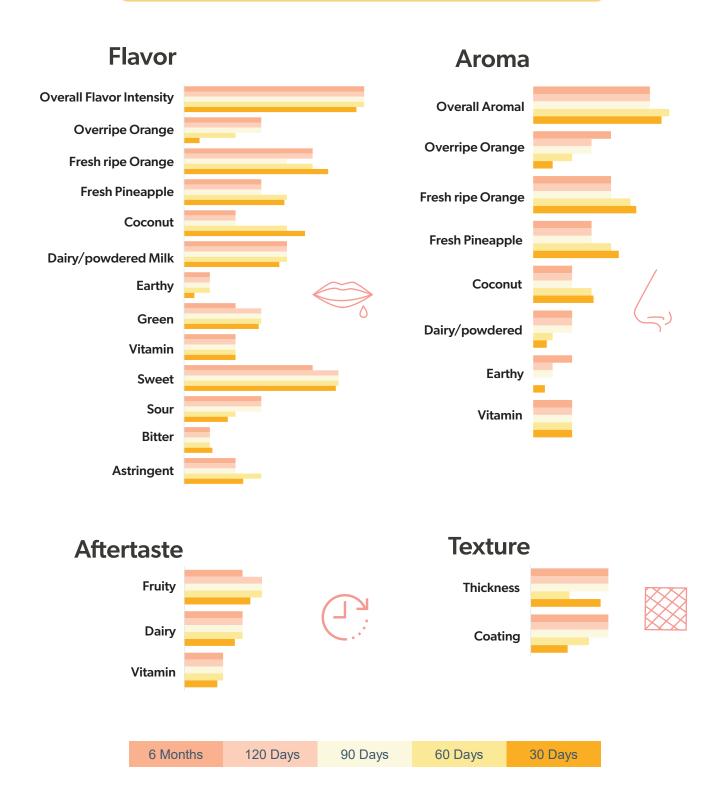
We created a lexicon for each of the four flavors in their product line. The lexicon covered Flavor, Aroma, Aftertaste, and Texture.



What We Did

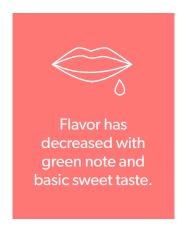
We assessed Flavor, Aroma, Aftertaste and Texture attributes at the 30-day and 6-month marks for each of the four flavors.

Orange Pineapple Flavor Comparison



What We Learned

Example: Orange Pineapple Flavor









Example: Orange Pineapple Color





Flavor Comparison: All Flavors

For common attributes, all products continue to deliver similarly for flavor, aroma intensity, aftertaste and mouthfeel attributes.

