

Sensory testing often requires iterative problem clarification and objective definition before acceptable test design emerges. These tests are costly and may yield uninterpretable results. Choosing a sensory test depends on the project and test objectives. Four main types exist: difference tests (detecting sensory differences), attribute difference tests (comparing specific attributes), affective tests (assessing preference and acceptability), and descriptive tests (rating attributes). Discrimination tests, including triangle, duo-trio, two-out-of-five, paired comparisons, pair-wise ranking, and difference from control, identify product differences. Descriptive tests, like quantitative descriptive analysis, flavor profile, and texture profile methods, characterize product attributes, requiring fewer, well-trained panelists and careful language selection. Affective tests gauge consumer responses to products or attributes using consumer panelists, measuring acceptability and preference. Qualitative affective tests gather direct consumer feedback. Attribute difference and similarity tests include paired comparison, pair-wise ranking, multiple paired comparison, simple ranking, and rating methods. Pair-wise ranking ranks samples by attribute intensity. Measuring sensory responses uses methods of increasing complexity: classification (grouping items nominally), grading (expert-based scaling), ranking (ordinal scaling of intensity), and scaling (numerical or verbal intensity assessment using line scales or magnitude estimation). Scale methods assess liking on a numerical scale.