

Sensory Evaluation for the Small to Mid-Size Confectioner

Protect Your Flavor to Protect Your Brand



Rose Potts

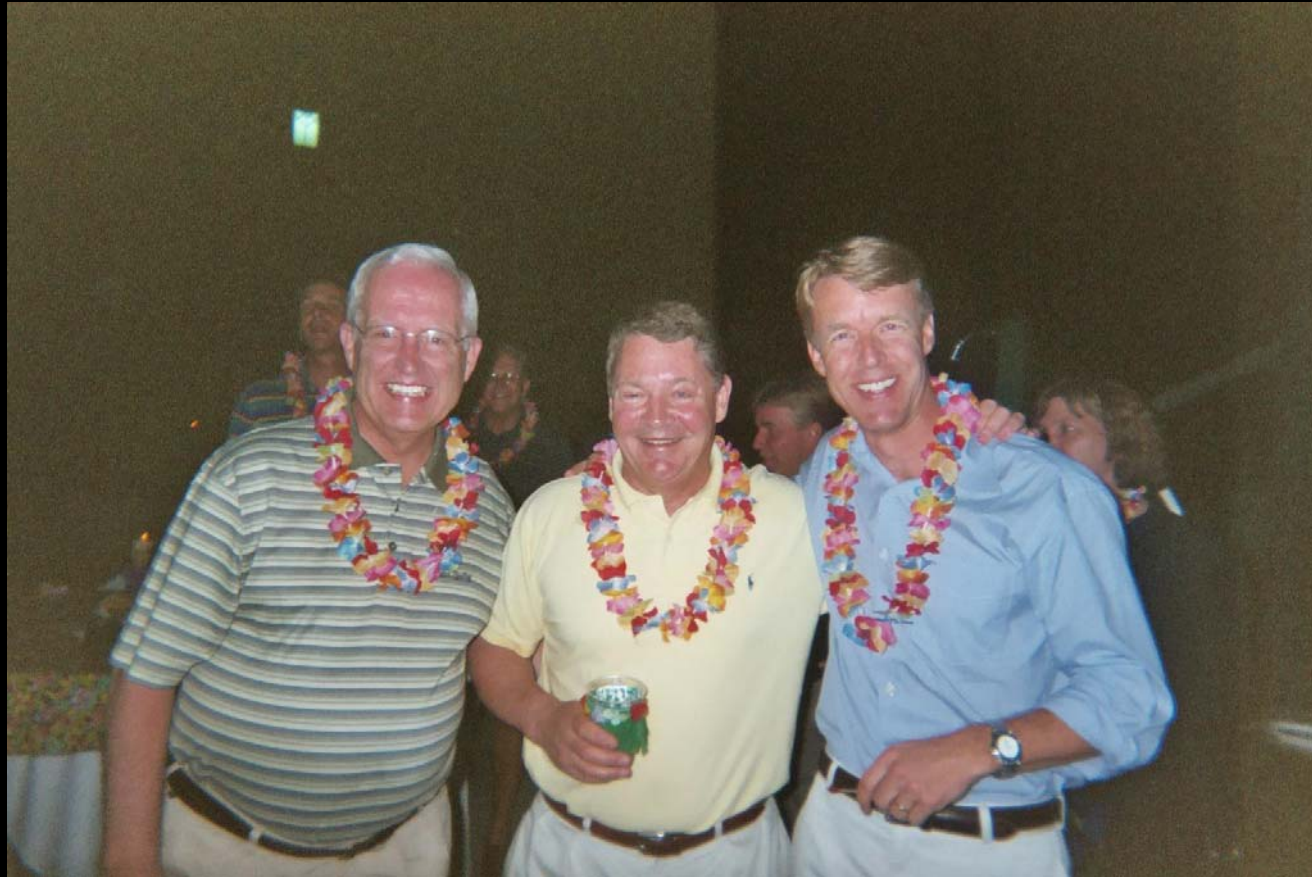
Blommer CHOCOLATE COMPANY

Tell the Story....



- Your Company Story
- Your Product Story

Character (s) in Your Company



Product Story

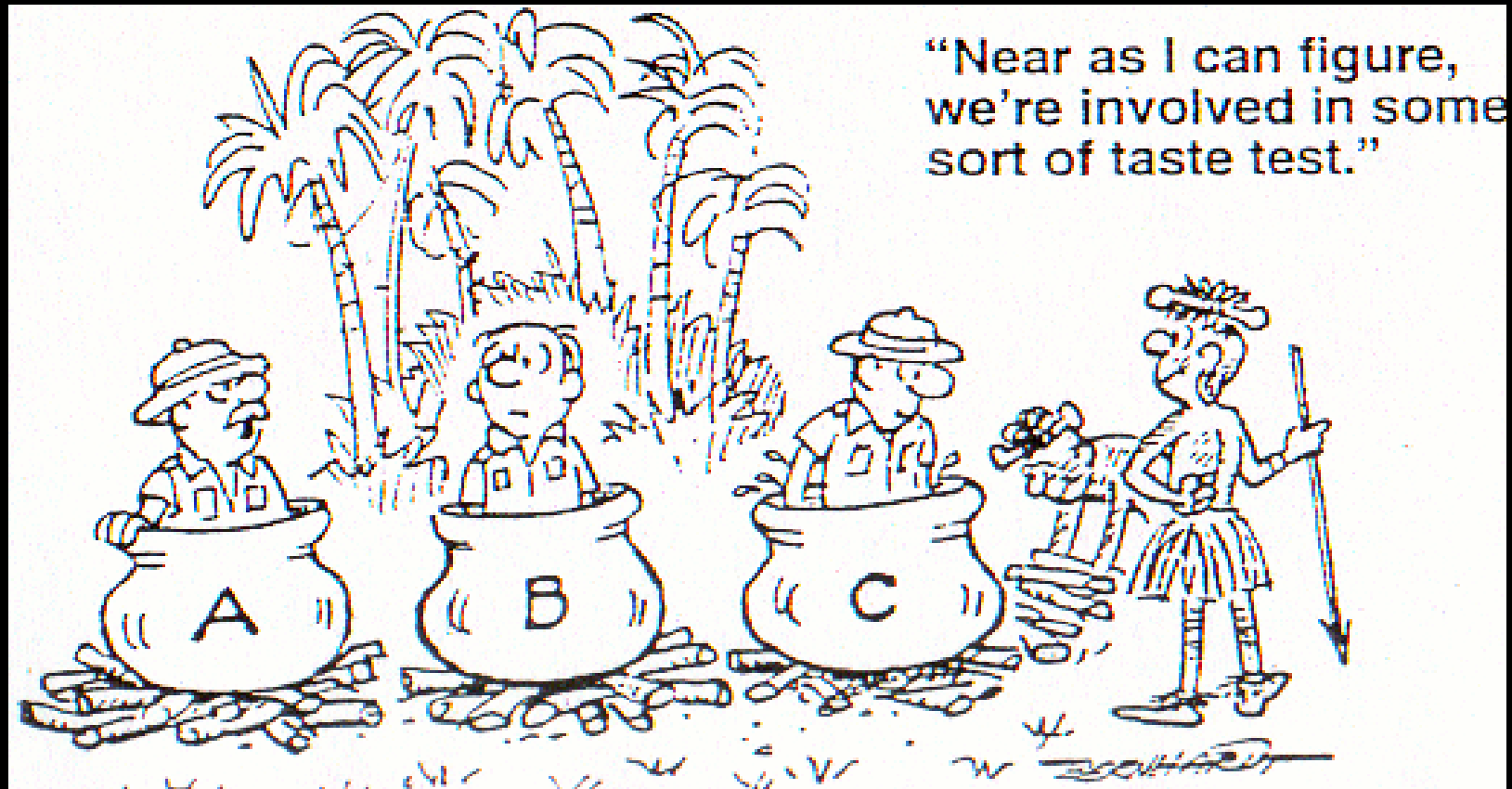


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Sensory ?



Sensory Methodology





Taste your product to ensure product quality...



And stick to your story !

We all Need to be Concerned About Taste



Tasting Raw Materials



Who should taste ?



Daily Panel

BLOMMER LIQUOR DAILY TASTE PANEL

DATE____/____/____

OPERATOR_____

OPERATOR_____

LIQUOR TYPE_____

LIQUOR TYPE_____

LIQUOR CODE_____

LIQUOR CODE_____

ROASTER (CIRCLE ONE)
JETZONE / PROCTOR

BARTH /

ROASTER (CIRCLE ONE)
JETZONE / PROCTOR

BARTH /

TIME TASTED_____

TIME TASTED_____

DESCRIPTION - CHECK ALL DESCRIPTORS THAT APPLY AND WRITE IN ANY NOT LISTED.

	PRESENT?
alkalized	
ashy	
bitter	
cardboard	
dirty	
dry	
earthy	
fruity	
green	
hammy	
musty	
nutty	
rubbery	
smoky	
sour	
woody	

	PRESENT?
alkalized	
ashy	
bitter	
cardboard	
dirty	
dry	
earthy	
fruity	
green	
hammy	
musty	
nutty	
rubbery	
smoky	
sour	
woody	

Operators: taste your samples in the lab.
Refrain from eating or smoking for 30 min. before tasting.
Your liquor should be tasted on every shift. If you are not taking your regular lab samples, take a 2 oz. Vial of liquor and leave in the lab after tasting.
Rose Potts

L/MASTER/LAB/BLOMMER DAILY LIQUOR TASTE PANEL

Core Group of Tasters



Logistics

- Taste 1st half of shift
- Before breaks or before lunch
- Include cross-section of participants
- 6-8 people ideal - sitting down
- Use a control – paper or actual
- Record Results



Taste Panelist Guidelines



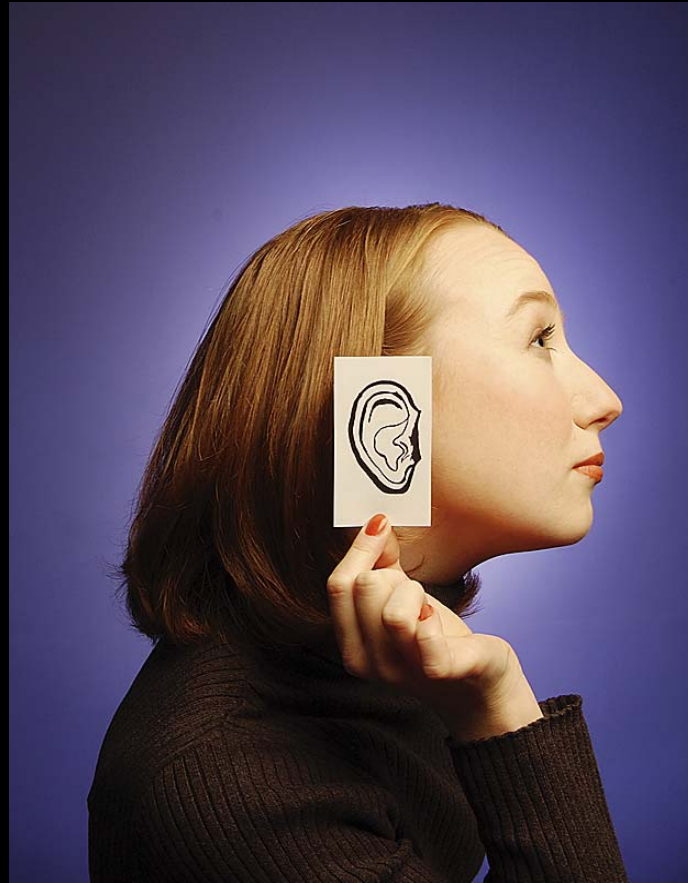
- No food or drink 30 minutes prior to tasting.
- All tasters should taste samples in same order
- Take your time
- Sample same amount of each sample
- Rinse mouth between samples
- Time lapse between samples should be equal
- Taste samples away from production odors

A top-down view of a square box filled with 24 assorted chocolates, each in a white paper liner. The chocolates vary in shape (round, square, oval), color (dark, milk, white), and decoration (sprinkles, nuts, swirls, patterns).

Is it the unique shape ?

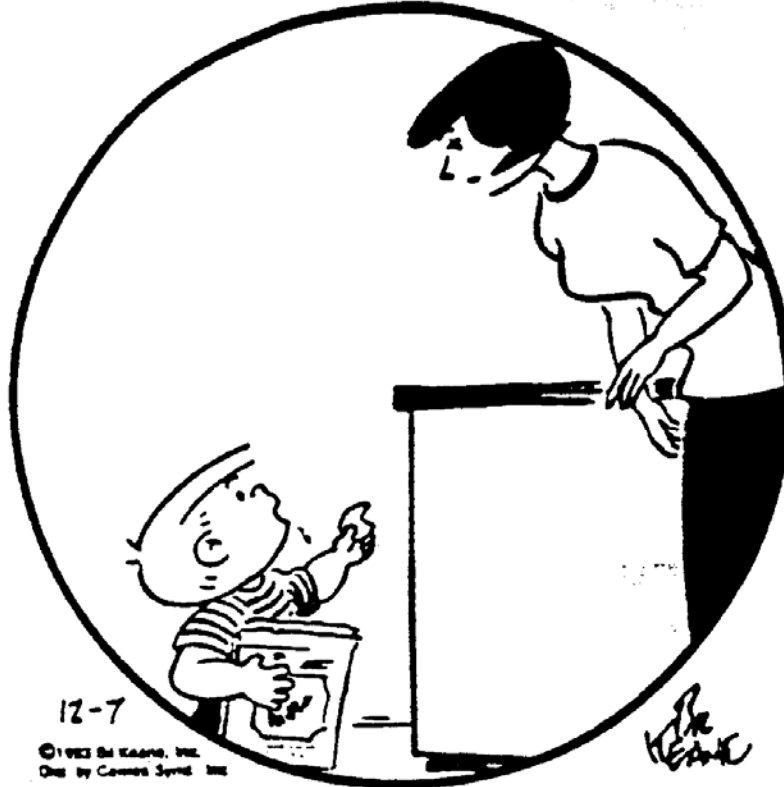


Is it the snap ?



Use All Your Senses

The Family Circus



"I think these crackers are stale,
Mommy. They've lost
their sound."

Is it the crunch ?



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Is it the slight grain of the center ?

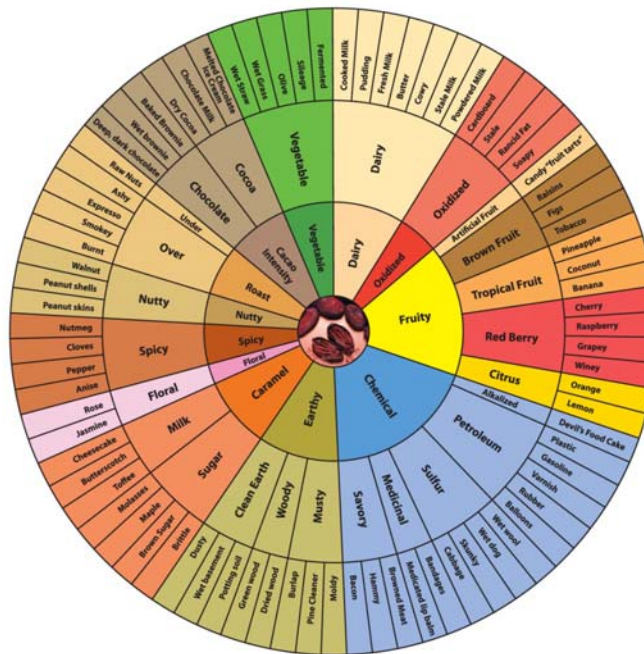


Is it the difference in texture ?



Wheel of Flavor

Blommer Chocolate Wheel of Flavor



Blommer CHOCOLATE COMPANY

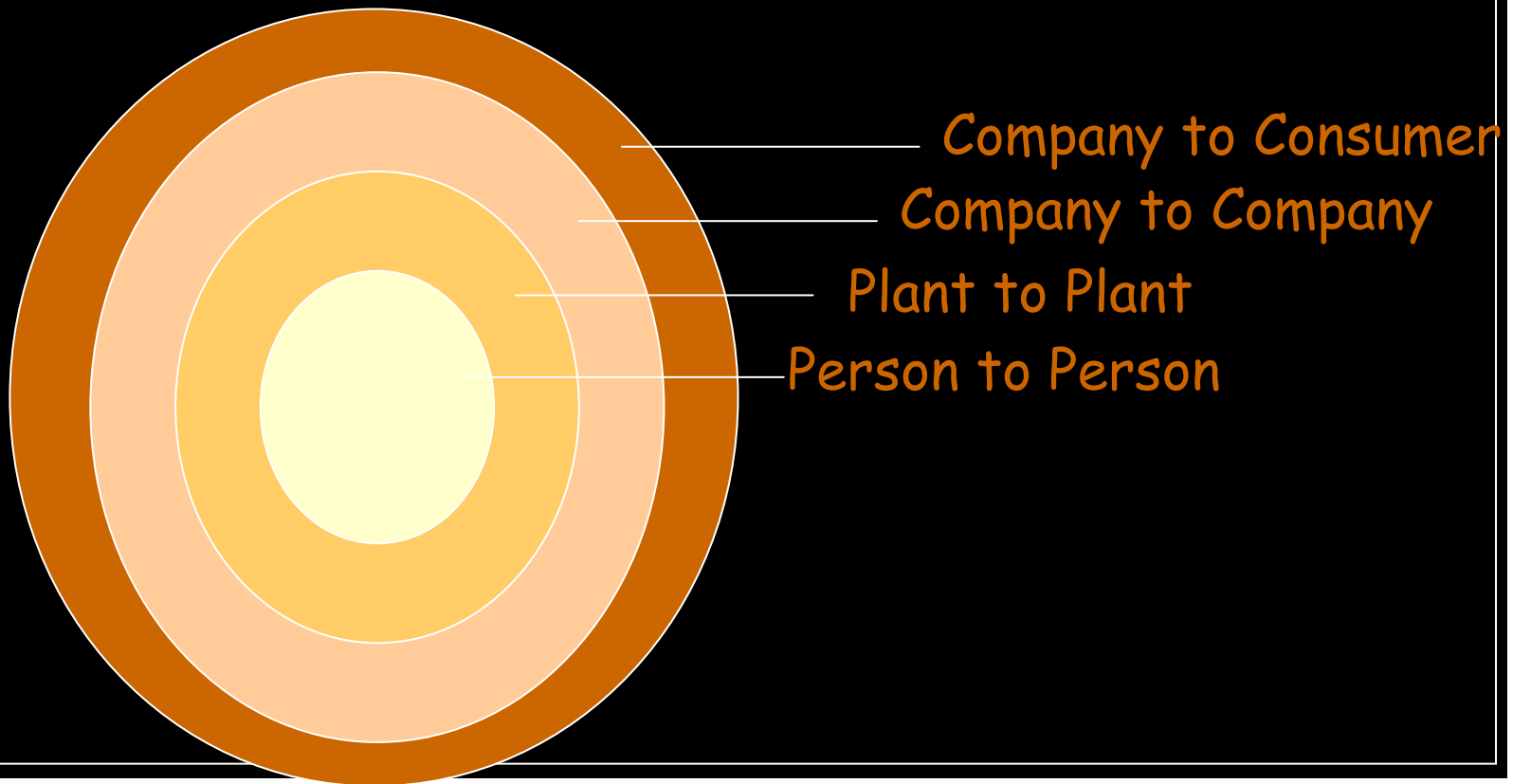
East Greenville, PA • Chicago, IL • Union City, CA • Campbellford, Ontario

Chocolate Descriptive Terms

- Chocolate Essence
- Cocoa
- Fruity
- Woody
- Nutty
- Green
- Cardboard
- Hammy/ Smokey
- Bitter
- Burnt
- Astringent
- Acidic
- Ashy
- Sour
- Earthy
- Musty
- Burlap
- Medicinal
- Rubber
- Petroleum
- Tobacco
- Winey
- Alkalized

“Speaking the Same Language”

The words to write your story



Intensity Scale

Number Scale	
0	Not present
1	Threshold
2	Threshold to slight
3	Slight
4	Slight to Moderate
5	Moderate
6	Moderate to Strong
7	Strong

Intensity Scale

Number Scale	
0	No attributes detected
1	Just barely perceptible, below recognition
2	Just recognizable
3	Apparent & recognizable – low level
4	Apparent & recognizable
5	Obvious, clearly noticeable
6	Dominant, nearly overpowering
7	Overpowering & Dominating

Spider Diagram Intensity Comparisons



Sensory Form

Blommer Chocolate Taste Panel - Product Name _____

Name: _____

Taste the sample(s) given in _____ form at about ____F and evaluate the intensity of the descriptors listed or add others as necessary

Control Lot : _____

Product

[illegible]

other...

Sample (lot # , manufacture date) : _____

(test)

[illegible]

	Accept ?
--	----------

Retaste ?

Reject ?

Difference from Control ? - scale of 1-5

1 is exactly the same, 2 slightly different, 3 noticeably different, to 5 which is totally different

1,2 - accept 3 red flag - retaste 4,5 reject

Difference From Control

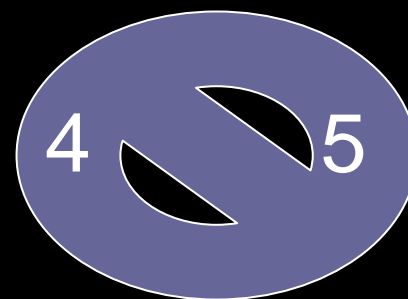
- “DOD”
- 5 point scale



accept

3

red flag-
retaste



reject

White Chocolate With Coconut



White Chocolate w/ Coconut



Flavor

Vanilla

5

Sweet

2

Toasted Coconut

7

Dairy - Sweet

4

Texture

Coconut Pieces

5

Crispy

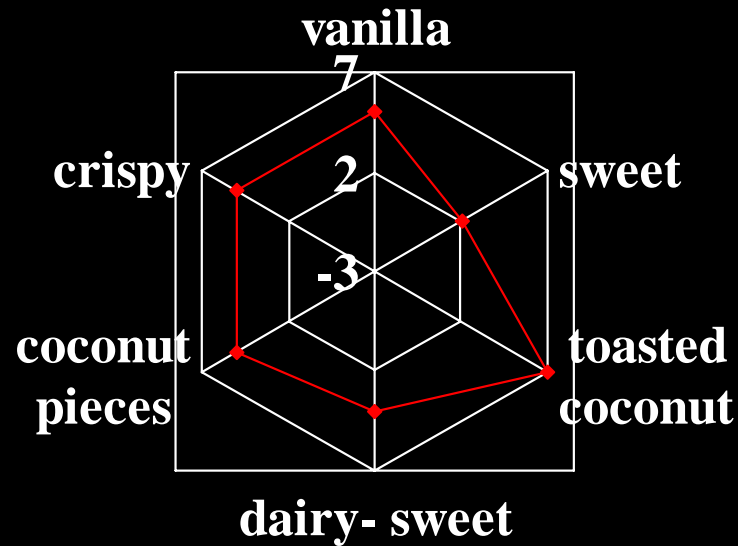
5

Visual

Surprise Coconut Impact

7

White Chocolate w/ Coconut



Peanut Butter Truffle



“Buckeye” Truffle Profile



Flavor

Peanut Butter

5

PB Roast

4

Salt

3

Texture

Grain

4

Melt

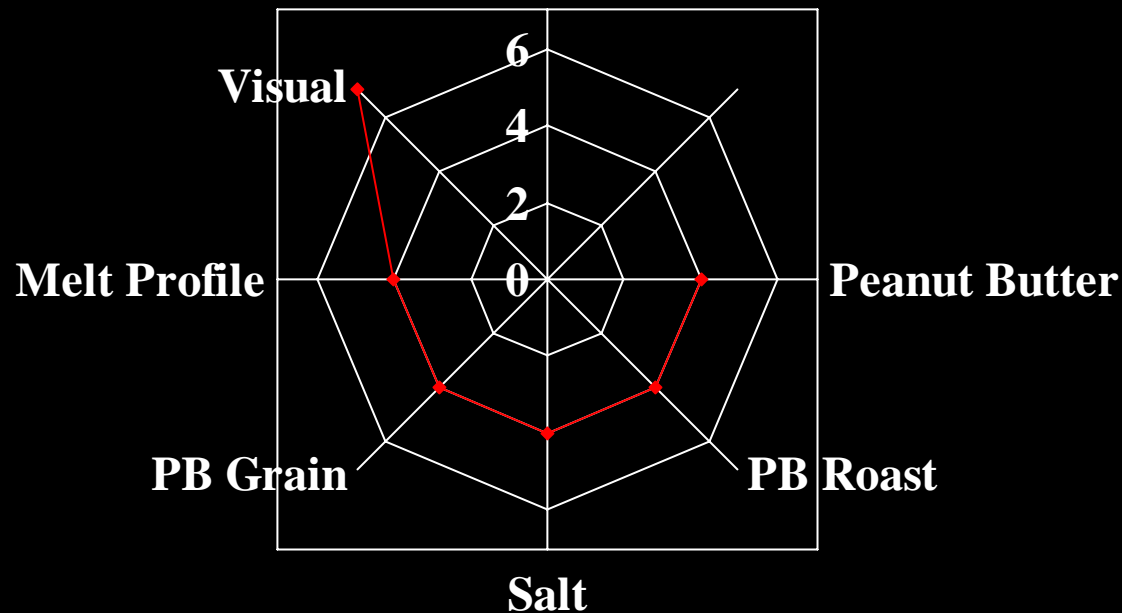
inside faster than outside

Visual

Very Unique !

7

Spider Diagram - Buckeye



Organic Dark sample



72% Dark Chocolate



Flavor

Brown fruit

5

Tobacco

4

Sour

5

Texture

Melt

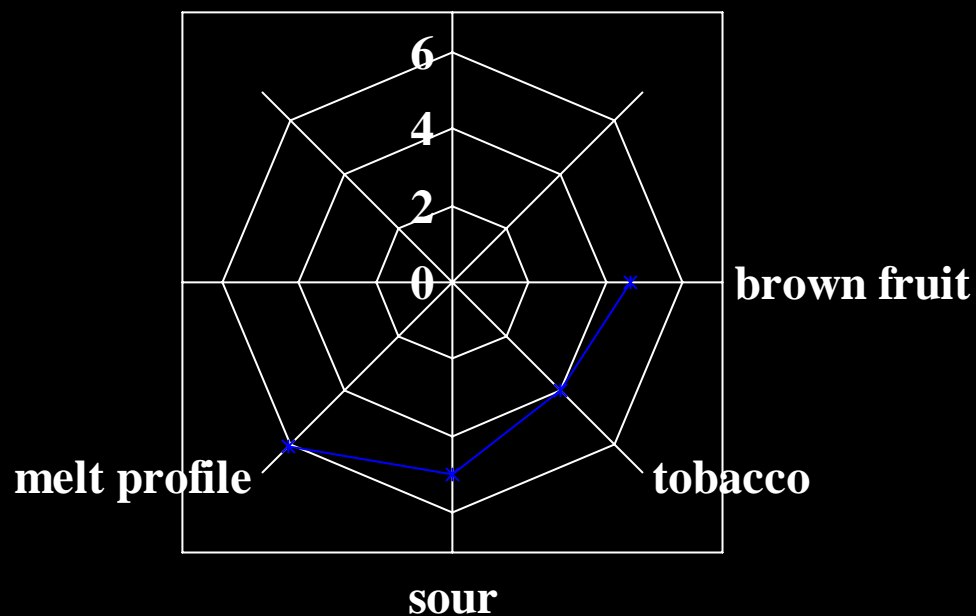
Even

Visual

Sets up Expectation

4

72% Dark Chocolate



Taste Daily



When it comes down to it....



It is still about taste !



protect your flavor to protect your brand





Acknowledgements

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KG
Tomric

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Zach Campbell



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