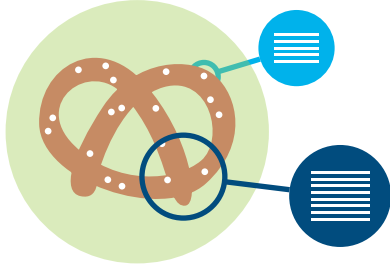


SENSORY SERVICES

at Mérieux NutriSciences



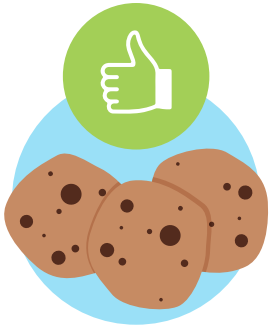
DESCRIPTIVE ANALYSIS

Mérieux NutriSciences has a panel of product evaluators trained in the Spectrum™ Method who are capable of measuring the sensory attributes of any food, beverage, or non-food items.



AT HOME TESTING

Some products are better tested at home. Mérieux NutriSciences has extensive experience designing In Home Use Tests (IHUT) to understand acceptance of products in real world context.



ACCEPTANCE AND DISCRIMINATION TESTING

With 15 consumer booths and a full service kitchen, Mérieux NutriSciences can measure the liking of food and non-food products as well as determine if detectable differences exist between samples.



FOCUS GROUPS

Qualitative testing can easily be conducted on food, non-food products, packaging, in depth interview after a CLT, and concepts with various population to thoroughly understand thoughts and behaviors.



SHELF LIFE TESTING

By partnering with our Silliker® Food Science Center, Mérieux NutriSciences has the ability to run real-time and accelerated shelf life testing to understand how the sensory properties of products change over time.



TESTING WITH SENSITIVE PRODUCTS

Sensitive products are no problem for Mérieux NutriSciences Sensory. We have worked with alcohol, vitamins/supplements, and smoking cessation gum to gather data in a manner safe for our consumers.



CUSTOMIZED TRAINING

Mérieux NutriSciences can create on-site or virtual training programs to meet needs such as understanding sensory and tasting best practices, standardizing language, improving quality evaluations, and testing acuity of internal employees.



TESTING WITH CHILDREN, INTERVIEWS WITH PROFESSIONALS

Our sensory experts have run acceptance tests and qualitative studies with special populations such as children or working professionals to understand liking, opinions, and behaviors. One past study involved an activity and an interview with cake decorators to understand their acceptance of a new decoration method.



TESTING NON-FOOD

Whether it is an acceptance test, home use test or qualitative test, Mérieux NutriSciences has the ability to test non-food items to understand liking, differences, and sensory properties.



COLLABORATION

As part of a global consumer goods company, Mérieux NutriSciences Sensory has collaborated with our Silliker® Food Science Center, Clinical Testing Facility, and other service providers for a more complete picture of products beyond their sensory profiles.