

# Developing Sensory Claims

Thursday 8<sup>th</sup> November, Sensory Dimensions, Reading

Sensory claims provide a compelling way of differentiating products in a crowded market. However, before making any claim about the taste of a food or beverage, it is essential to have up to date and relevant evidence to support that claim.

In this workshop you will learn about the different types of sensory claim and the types of sensory and consumer testing required to support them. We will discuss protocols for claims studies, the interpretation of claims data and the statistical approaches required for different types of claim. All of this will be set against the regulatory framework and supported by real examples from the market.

Delegates are encouraged to bring their own claim queries for discussion at the workshop.

This will be a very interactive and practical session with syndicate work and feedback, including teams working through a typical claim scenario from start to finish so that when you leave the workshop you are equipped to work on this type of problem.

## Programme

- 10.00 Coffee; welcome and introductions
- 10.15 What is a Sensory Claim? How to identify and classify a Sensory Claim
- 11.00 Practical exercise: supporting a Sensory Claim  
Delegates will work with case study data to identify evidence for claim support
- 12.00 The regulatory framework  
Review of the Guidelines around Sensory Claim support for food and beverages
- 12.45 Lunch
- 1.30 Practical exercise continued  
Feedback, review and discussion of claim support exercise
- 2.30 Designing a 'reasonable' study  
Protocol, sampling and statistical considerations; the difference between parity and superiority
- 3.15 Case studies  
Presentation of real examples from the Sensory Dimensions and Qi Statistics portfolios
- 3.45 Discussion
- 4.00 Close



### Who should attend?

- Product development, advertising and marketing staff
- Sensory scientists
- Regulatory professionals

### What will I learn?

- The different types of sensory claims
- The test methods that can be used for supporting different types of sensory claim
- How to design a study to support a sensory claim
- The approaches used to analyse claims data

### Investment

£575

### Presenters:

Gemma Hodgson, Qi Statistics

Gemma Hodgson began her career as a statistician in the pharmaceutical industry, working for Pfizer and later Takeda. Since 2012 Gemma has worked for and now runs Qi Statistics Ltd. Gemma has considerable experience in giving statistical training where in modern global companies it is becoming increasingly important for non-statisticians to understand the value and applications of statistics to maximise the value of their data. Gemma has a reputation for being able to translate technical concepts into everyday English.

Tracey Sanderson, Sensory Dimensions

Tracey is Managing Director of Sensory Dimensions. She works with clients to answer a wide range of product development and consumer insights questions for foods, beverages, home and personal care products. Tracey has lots of recent experience in working with clients to ensure the sensory and functional claims they want to make about their products can be substantiated by ensuring robust study design and data collection techniques. She can also add value by discussing up to date knowledge of common pitfalls and problems.

Mala Choudhury, Sensory Dimensions

Mala is a Project Manager at Sensory Dimensions. She joined the business in July 2018 and works on both trained panel and consumer research projects for a large variety of clients and is involved in various stages of a project from project set up, through to fieldwork, data analysis and reporting. She began her career in sensory and consumer research in 2013 at Burton's Biscuits where she implemented a sensory testing facility and trained panel from scratch. She then spent over two years at Leatherhead Food Research as a Senior Project Leader, again working on sensory and consumer projects as well as delivering training courses in Sensory Science and Claim Substantiation.

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