



# Sensory Evaluation Center

*From recruitment to analysis & reporting, we are your "one stop shop" for sensory & consumer testing needs*

The Sensory Evaluation Center at The Ohio State University is a sensory and consumer research facility dedicated to partnering with industry to tailor individualized approaches for answering research objectives linked to the innovation/renovation product development process.

## Why the Sensory Evaluation Center?

- Has over 33 years of combined industry experience
- Understands the needs and timing associated with speed to market
- Partners with you to tailor experimental designs
- Offers a variety of testing methods to answer specific research questions
- Database of ~5000 people from Columbus area to meet your target demographic
- Access to clinical populations
- Engage in novel methodologies from the sensory research program
- Competitive pricing

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### Example Research Questions We Help Answer

- How can I optimize my product to increase liking and consumer acceptance?
- Is my product preferred to our competitor?
- How does my product compare to a variety of products in the same category?
- Do consumers like my new product concept? Does my new product fit this concept?
- One of the key ingredients in my product is no longer available but the supplier has proposed 3 alternatives. Which should I choose for a consistent product?
- I need to reduce the amount of sugar in my formulation by 15%. Is someone able to tell the difference?

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For questions or more information, contact:

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*We look forward to working with you soon!*



**THE OHIO STATE UNIVERSITY**

COLLEGE OF FOOD, AGRICULTURAL,  
AND ENVIRONMENTAL SCIENCES