From Degustation to Sensory Evaluation
Research Question

Do consumers find cai meo too bitter?
110 ‘walk-in’ consumers
3 levels of bitterness
3 stir-fried samples followed by 3 raw samples
Randomised taste order
Trained facilitators

Sensory Evaluation
Strengths

• Robust methodology
• Well organised & implemented
• Focus was on getting good quality data (promotional component of degustation event removed)
• Good sample size

Weaknesses

• Scope of inference is Lao Cai consumers
• Using an analytical test for bitterness on the same samples would have given an idea about the variation in bitterness across samples

Opportunities

• Undertake the survey in Hanoi
• Use a trained panel to look at quality preferences
• Multivariate analysis of the data

Threats

• Methodology only used by team once – may revert to degustation style events