

From Degustation to
Sensory Evaluation



Research Question

Do consumers find cai meo **too bitter**?



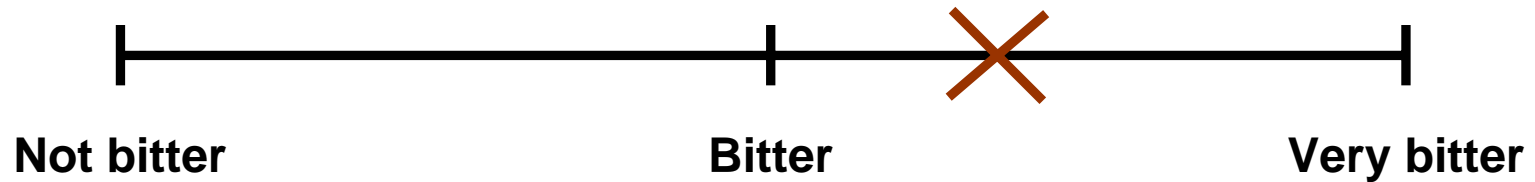
Bitterness Flavour
Consumer Colour
Preferences
Toughness

How often?
Purchase behaviour

How do they use it?

How much?

Sample 732



- 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

