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consumer wants  
and will accept  
are two of the  
most

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hurdles faced  
by anyone in  
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development.  
Whether the  
concern is the  
proper mouth-  
feel of a

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potato chip,  
the sense of  
freshness"  
evoked by a  
chewing gum, or  
the weight and  
texture of a  
cosmetic, if  
the consumer  
doesn't find  
the product  
acceptable, it  
won't sell.

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*properties of foods  
are the most  
important reason  
people eat the foods  
they eat. What those  
properties are and  
how we best measure  
those properties are  
critical to  
understanding food  
and eating behavior.  
Appearance, flavor,  
texture, and even the  
sounds of food can*

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*impart a desire to eat  
or cause us to dismiss  
the food as*

*unappetizing, stale, or  
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*properties are  
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*behavior related to  
which properties  
might be most  
important in certain  
situations and how  
consumers use  
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make decisions about  
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This Special Issue  
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third edition of  
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movement and are highlighted throughout the text where appropriate.

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structures should function, allowing them to identify problems and correct them to enhance physical activity.

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the previous version of this work. Fifteen years ago the journal Food Quality and Preference was fairly new. Now it holds an eminent position as a venue for research on sensory test methods (among

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many other topics).

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articles relevant to  
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have appeared in  
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intricate cellular  
processes in

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chemoreception,  
as well as their  
genetic basis, has  
undergone nothing  
less than a  
revolution,  
culminating in the  
award of the Nobel  
Prize to Buck and  
Axel in 2004 for  
their discovery of  
the olfactory

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receptor gene  
super family.

Advances in  
statistical

methodology have  
accelerated as  
well. Sensometrics  
meetings are now  
vigorous and well-  
attended annual  
events. Ideas like  
Thurstonian

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modeling were not widely embraced 15 years ago, but now seem to be part of the everyday thought process of many sensory scientists. And yet, some things stay the same. Sensory testing will always

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involve human  
participants.

Humans are tough  
measuring

instruments to  
work with. They  
come with varying  
degrees of  
acumen, training,  
experiences,  
differing genetic  
equipment,

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sensory capabilities, and of course, different preferences.

Human foibles and their associated error variance will continue to place a limitation on sensory tests and actionable results.  
Reducing,



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controlling,  
partitioning, and  
explaining error  
variance are all at  
the heart of good  
test methods and  
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comprehensive  
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the crucial first  
ten years of the  
Arab League and  
of the continuing

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dilemma it faces  
in juggling  
opposing local  
and regional  
interests.

Producing  
products of  
reliable quality is  
vitally important  
to the food and  
beverage  
industry. In  
particular,

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companies often fail to ensure that the sensory quality of their products remains consistent, leading to the sale of goods which fail to meet the desired specifications or are rejected by the consumer.

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Chapters in part one cover the key aspects to consider when designing a

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sensory QC  
program. The  
second part of  
the book focuses  
on methods for  
sensory QC and  
statistical data  
analysis.

Establishing  
product sensory  
specifications and  
combining  
instrumental and

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sensory methods  
are also covered.  
The final part of  
the book reviews  
the use of  
sensory QC  
programs in the  
food and  
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industry.  
Chapters on  
sensory QC for  
taint prevention



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and the  
application of  
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assessment are  
followed by  
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reviewing sensory  
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reference for  
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descriptive  
sensory analysis  
that now contains  
full descriptive  
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numerous  
products, such as  
cheese,  
mayonnaise,  
spaghetti sauce,  
white bread,  
cookies, and  
toothpaste. Also

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new in this chapter is a set of revised flavor intensity scales for crispness, juiciness, and some common aromatics. The book now includes an overview of Thurstonian scaling that



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Sensory  
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**"Bitterness is one of  
the most interesting  
and least**

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**studied/understood  
of all the human  
tastes. It produces  
aversive reactions  
because it was  
originally associated  
with the plant  
source being  
poisonous. In fact, it  
was considered a  
defence mechanism  
for avoiding the  
ingestion of such  
harmful substances**

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**so that early human survival was based on the knowledge and ability to discriminate between edible plants particularly those with potentially harmful effects. With the advent of modern technology our understanding of bitterness is far**

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**more sophisticated  
and that we now  
know that not all  
bitter compounds  
are poisonous. In  
fact there are many  
foods in which  
bitterness is quite  
acceptable such as  
in some cheeses  
and beverages. In  
this book we have  
attempted to provide  
a comprehensive**

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responsible for the  
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evaluation to

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quality control.  
Although several  
articles have  
been published  
that have  
discussed  
concepts of  
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control/sensory  
evaluation  
(QC/sensory)  
programs,  
Sensory  
Evaluation in

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Quality Control  
is the first  
publication that  
addresses this  
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comprehensive  
and practical  
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is com  
prehensive, in  
that it presents  
the sensory and  
statistical  
information that

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is needed to  
design and  
implement  
several types of  
QC sensory  
programs at the  
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book is  
practical, in  
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implement such programs, and it illustrates this process through real examples encountered by various consumer products companies (e. g. , foods, personal care products, paper products). With this practical



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unique  
techniques that  
are used to  
measure sensory  
responses.

Therefore, the  
book is intended  
for QC and/or

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sionals) in  
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