

Can you taste the difference? Food science in action

Preference Taste Test

Sensory science is a scientific method used to measure, analyze and interpret human responses to products perceived through their senses of touch, taste, sight, smell or sound. This form of science is often used to improve existing products or to test peoples' views on new products. When a food company is offering a new product, changing ingredients or researching potential products, it is important for the company to know what the consumer reaction is likely to be of the product. A preference test is when panelists are given two food products to taste and determine which sample they like the best.

Safety: N/A

Materials

20mL liquid or 5-15g solid Sample A (for each tester)

20mL liquid or 5-15g solid Sample B (for each tester)

graduated cylinder or balance

plastic cups

water

Preference taste ballot

Procedure

1. Using a graduated cylinder or serological pipette, measure 20mL of liquid or 5-15g solid sample A and place into labeled plastic cup.
2. Using a graduated cylinder or serological pipette, measure 20mL of liquid or 5-15g solid sample B and place into labeled plastic cup.
3. Taste sample A, record observations on ballot.
4. Cleanse pallet by drinking water.
5. Taste sample B and record observations on the ballot.
6. Tally the class taste preference results.
7. Scientists are usually satisfied with 95% significance of the selected sample.

See table below to compare your results:

Number of Testers	Number of preferences needed for 95% significance
6	6
12	10
25	18
40	27
55	35
60	38

Per Taste This!-Developed by *Fighting with Food*, SEPA NIH Grant

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