



Sensory Evaluation Techniques, Fourth Edition

By Morten C. Meilgaard, B. Thomas Carr, Gail Vance Civille

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Sensory Evaluation Techniques, Fourth Edition By Morten C. Meilgaard, B. Thomas Carr, Gail Vance Civille

From listing the steps involved in a sensory evaluation project to presenting advanced statistical methods, **Sensory Evaluation Techniques, Fourth Edition** covers all phases of sensory evaluation. Like its bestselling predecessors, this edition continues to detail all sensory tests currently in use, to promote the effective employment of these tests, and to describe major sensory evaluation practices.

The expert authors have updated and added many areas in this informative guide. New to this edition are expanded chapters on qualitative and quantitative consumer research and the Spectrum™ method of descriptive sensory analysis that now contains full descriptive lexicons for numerous products, such as cheese, mayonnaise, spaghetti sauce, white bread, cookies, and toothpaste. Also 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 examines the decision processes employed by assessors during their evaluations of products. Another addition is a detailed discussion of data-relationship techniques, which link data from diverse sources that are collected on the same set of examples.

With numerous examples and sample tests, **Sensory Evaluation Techniques, Fourth Edition** remains an essential resource that illustrates the development of sensory perception testing.

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Editorial Review

Review

Praise for the Third Edition

...very comprehensive ... the authors have updated statistical theory, expanded descriptive lexicon related to the Spectrum™ method, cross-referenced other recently published texts in the field, and devoted discussion to relationships between sensory, instrumental, and consumer data The third edition is worth updating one's library, for a number of reasons ... including techniques to better understand data relationships (sensory-consumer, sensory-instrumental).

-Food Technology

For the Fourth Edition

...a very useful book for those that are active in descriptive sensory science...if you are actively involved in sensory science you cannot afford to miss this book, even if you already have a previous Edition.

--Dr. Johann W. Wiechers in IFSCC Magazine, Vol. 10, No. 1

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