



and



are pleased to present the following courses in Campinas, Brazil:

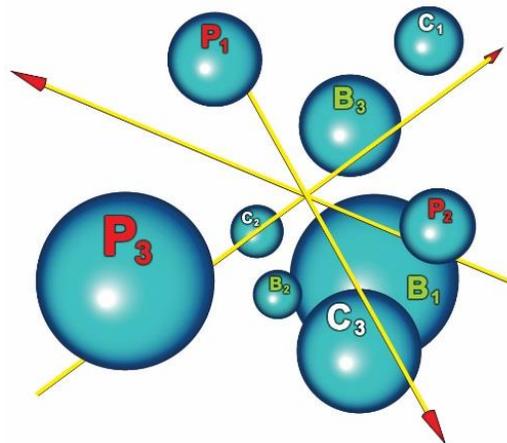
Internal Sensory Testing: Tetrad Test, Power, and Consumer Relevance

2; – 52 August 2016



Drivers of Liking®: Principles and Applications

53 August – 31 August 2016



Who Should Attend

These courses have been developed for technical and supervisory personnel involved in all aspects of sensory and consumer research.

Benefits

The concepts covered have valuable applications to product development, quality assurance, marketing and advertising claims departments of consumer product companies.

Internal Sensory Testing: Tetrad Test, Power, and Consumer Relevance

No two products will ever be identical. This is where the concept of consumer relevance (how large must a difference be before it is picked up by the consumer) and the statistical power of discrimination methodologies come into play.

In this course you will learn the five elements essential to any successful sensory discrimination testing program. Through the use of a common framework, you will also discover why the tetrad test is a better alternative to the commonly used triangle and duo-trio methodologies and how you can successfully make the switch for internal and consumer-based testing purposes.

By attending this course you will:

- Learn how to choose a sensory discrimination method objectively based on its strengths and the objectives of your project, resulting in significant time, expense and human resources savings
- Understand why the tetrad test is fast becoming the method of choice in the food and beverage industry and how you can investigate if it is a suitable option for your sensory discrimination program
- Discover how to establish the size of a sensory difference relevant to your consumers, thus greatly reducing your chance of releasing an inferior product into the market
- Identify approaches to assess and manage risks in product testing decisions, ensuring the use of suitable sample sizes based on your project objectives



ACBDAY (AUGUST 29, 9 am – 5 pm)

Topics

- ◆ Description of a discrimination testing program
- ◆ Difference testing methods: paired comparison, triangle, duo-trio and how they differ
- ◆ Why proportion of discriminators is method-specific and of limited usefulness
- ◆ Measuring the size of a sensory difference: Thurstonian d'
- ◆ Replicated testing: How to increase test power
- ◆ The tetrad method: Why it is preferable to the triangle and duo-trio tests

Cases

- ◆ *Product differences using 2-AFC and 3-AFC tests*
- ◆ *Ingredient supplier change: Using 2-AFC, duo-trio, and triangle*
- ◆ *Superiority claim: 2-AFC vs. duo-trio*
- ◆ *Triangle or tetrad test? Investigation with multiple food and beverage products*

HI 9SDAY (AUGUST 30, 9 am – 5 pm)

Topics

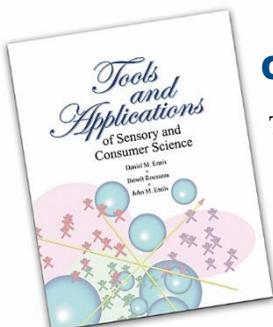
- ◆ The five essential elements of discrimination testing
- ◆ How many subjects should I have in my panel?
- ◆ Using the same-different test to develop an action standard
- ◆ Improving discrimination through training
- ◆ Effect of sensory fatigue, memory and retasting on performance
- ◆ When to switch from the triangle to the tetrad test
- ◆ Relating rating scales and discrimination test results using d'

Cases

- ◆ *Step-by-step process to develop and optimize a sensory discrimination program*
- ◆ *Quantifying training using vanilla ice cream products*
- ◆ *Improving the duo-trio test by changing the position of the reference*
- ◆ *How retasting can improve the power of product testing: Fruit juices*
- ◆ *Generate a dose-response relationship using ratings to quantify the effect of increasing ingredient concentration*

CONTINUED STUDY

To enhance your continued studies, you will receive a course manual with all presented slides and our current book, *Tools and Applications of Sensory and Consumer Science*.

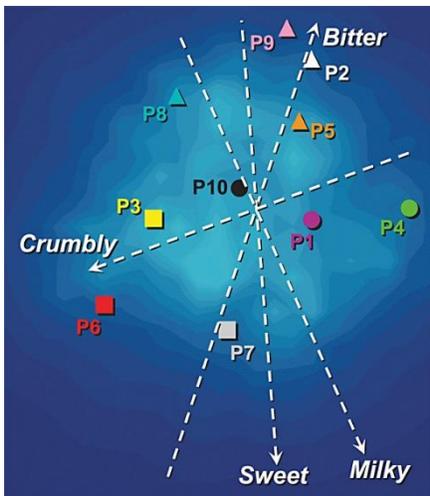


Drivers of Liking®: Principles and Applications

Investigating what drives consumers liking involves using hedonic data along with product descriptive information. A multivariate analytical technique is then needed to link the two, but multiple options exist that often will not result in the same recommendations. How can you choose the most suitable approach? In this course we will review commonly used product optimization techniques such as just-about-right scaling, penalty analysis, factor analysis, and internal/external preference mapping. Through this review we will outline their strengths and weaknesses. We will also introduce Landscape Segmentation Analysis® a tool specifically developed to handle consumer hedonic responses.

In this course, you will:

- Compare product optimization techniques, understand why they might not always reach the same conclusions, and learn how to select the most suitable approach
- Construct maps with products and consumer ideal points and identify population segmentation
- Uncover the category's drivers of liking using descriptive and analytical data
- Use mapping results to improve existing products
- Conduct product portfolio optimization



K 98B9SDAY (AUGUST 31, 9 am – 5 pm)

Topics

- ◆ Introduction to sensory and Drivers of Liking® spaces
- ◆ Just-about-right (JAR) and the concept of an ideal point
- ◆ Factor analysis, external preference mapping
- ◆ Introduction to Landscape Segmentation Analysis®
- ◆ Identifying a product category's Drivers of Liking®
- ◆ How to diagnose the need for a 3D solution

Cases

- ◆ *Factor analysis on category appraisal data*
- ◆ *External preference mapping on consumer hedonics of low fat cookies*
- ◆ *Landscape Segmentation Analysis® on 25 beverages*
- ◆ *Identifying the Drivers of Liking® from a category appraisal of chocolate chip cookies*
- ◆ *Determining a product's optimal sensory profile using a market appraisal study*

H<I FGDAY (SEPTEMBER 1, 9 am – 5 pm)

Topics

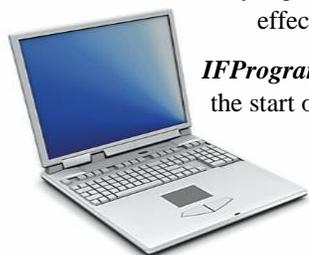
- ◆ Studying population and demographic segmentation
- ◆ LSA and internal preference mapping (IPM): the issue of satiety
- ◆ Designing new product portfolios
- ◆ Predicting product success without additional consumer testing
- ◆ Motivations for product consumption
- ◆ Do consumers have multiple ideals depending on usage occasions?

Cases

- ◆ *LSA and IPM of 27 category appraisals*
- ◆ *Blind-branded LSA on Chardonnay wines*
- ◆ *Moisturizing properties of soap bar images*
- ◆ *Food preferences of adults and children*
- ◆ *Usage occasions of snack bars*

HOW THE COURSES ARE TAUGHT

In the courses, we interweave an unfolding story with theoretical and applied material to provide participants with a sense of discovery regarding the various tools they encounter. This dual teaching approach has shown itself to be extremely effective at providing participants with a thorough and long-lasting understanding of the course material.



IFPrograms™ software will be used by participants to perform analyses demonstrated in the courses. Prior to the start of instruction, attendees will be provided with a download link of a complimentary 3-month version. They will install it on their laptop computer, bring it with them, and use it during the course. For a detailed listing of the software capabilities, please visit www.ifpress.com/software.

(Note that IFPrograms is not required to apply course principles.)



Course Presenter

Dr. Benoît Rousseau is Senior Vice President at The Institute for Perception. Dr. Rousseau received his food engineering degree from AgroParisTech in Paris, France and holds a PhD in sensory science and psychophysics from the University of California, Davis. He has more than 20 years of experience in managing projects in the field of sensory and consumer science, actively working with clients in the US, Asia, Latin America, and Europe. His theoretical and experimental research has led to numerous journal articles as well as several book chapters. He regularly teaches at the University of California, Davis and frequently collaborates with its laboratories. Dr. Rousseau is also well known for his advanced presentation skills, where his use of sophisticated visual tools greatly contributes to the success of The Institute for Perception communications, short courses, and webinars.

Course Registration

Course fee includes:

- All course materials
- A copy of our latest book, *Tools and Applications of Sensory and Consumer Science*
- Lunches and refreshments each day
- Three-month free trial of *IFPrograms*[™] software
- Complimentary attendance at a quarterly IFP webinar

Register online at
www.ifpress.com/short-courses

Internal Sensory Testing (2 days) **600 USD**

Drivers of Liking[®] (2 days).....**600 USD**

We thank the sponsors for their generous support allowing us to offer this course at a very substantial discount

Lodging Recommendation

Comfort Suites Campinas (nearest)

Phone: (19) 2137 9000

Rua Embiruçu, 300

Alphaville - Campinas, SP

Hotel Matiz Barão Geraldo

Phone: (19) 3749-8500

Av. Albino José Barbosa de Oliveira, 1700

Barão Geraldo - Campinas, SP

Vitória Hotel

Phone: (19) 3755 8000

Av. José de Souza Campos, 425

Cambuí - Campinas, SP

Language of Instruction

The courses will be taught in English.

Course Location



The course will take place at the **Cargill Latin America Innovation Center.**

Address:

Avenida Giuseppina Vianelli di Napoli, 900

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