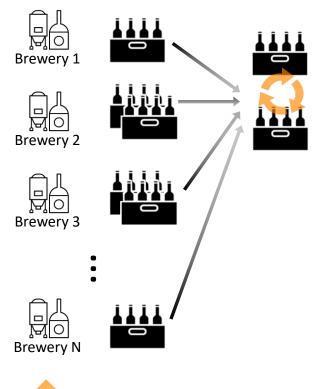


## **Crowd-Sourced Sensory Panels**



Before beer leaves the brewery, it is tasted. This makes sense, and it is important for quality assurance. But can the brewer just blindly trust the opinion of the tasters? Is the newest batch really as good as the previous? Is there still some doubt about that new hop variety? An objective judgment can then come in handy.

In this program, we offer the Crowd-Sourced Sensory Panel: a pool of trained and experienced tasters. The logistics and statistics will be taken care of! Breweries sent in samples of beer to be evaluated and get actionable results. Panelists maintain and increase their tasting skills and get insight in their own palette and blind spots.

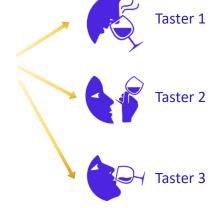


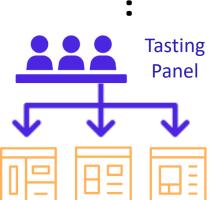
Results are communicated back to the breweries, and the panelists.

Breweries sent in the beer(s) to be evaluated.

The beer gets redistributed anonymously to the tasters in the tasting panel.

The panel blindly fills out the desired evaluation web form(s).





Proper statistics are used to make the results objectively comparable, and to aggregate and evaluate them.

## Sensory Evaluations

A multitude of sensory evaluations will be available to participating breweries, each requiring their own questionnaire and evaluation statistics.



Triangle (and other) odd-one-out tests

Ranking tests of any sensory property of the samples



Trueness-to-style and (standardized) taste and (off-) flavor evaluation

## The Tasting Panel

- Experienced and trained tasters
- Taste, aroma and off-flavors (standardized)
- Continuous exercise through this program
- Track their own sensitivities and blindness
- Continuous feedback
- Objective comparison with peers
- Periodic training sessions

By randomly assigning samples to tasters (and using appropriate statistics), a smaller panel is sufficient, and results will be more objective.