

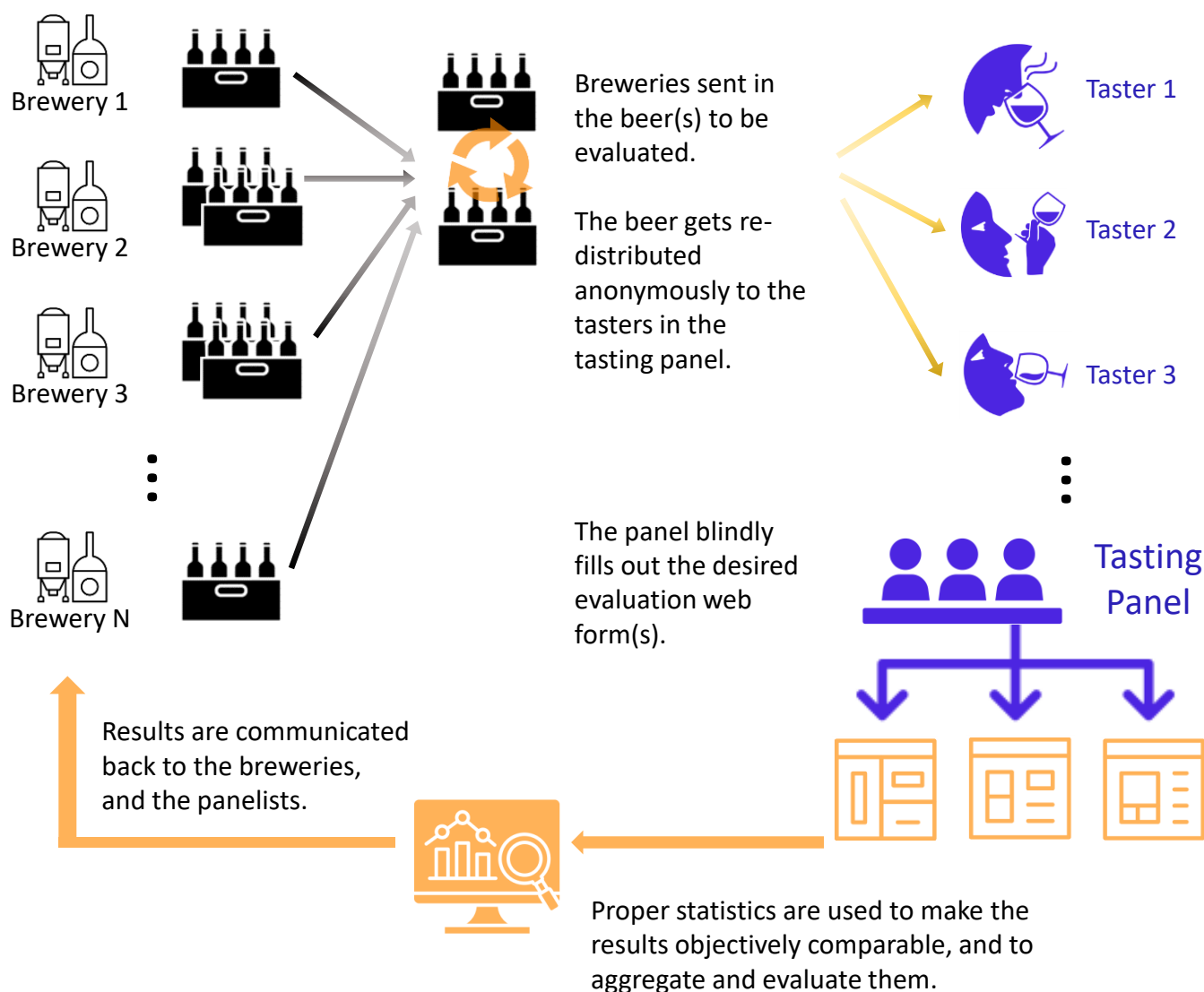


Crowd-Sourced Sensory Panels



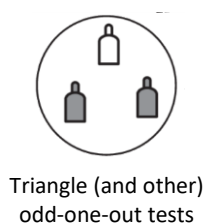
Before beer leaves the brewery, it is tasted. This makes sense, and it is important for quality assurance. But can the brewer just blindly trust the opinion of the tasters? Is the newest batch really as good as the previous? Is there still some doubt about that new hop variety? An objective judgment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

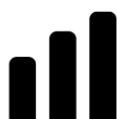


Sensory Evaluations

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



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.