



# Cornell University Sensory Evaluation Center

Since the early 1990s Cornell's Sensory Evaluation Program has served a variety of companies, from Fortune 500 to small businesses, by helping develop and improve their product offering through consumer and sensory testing. **Whether you are looking to develop a new product or improve upon the existing one, we can help.**

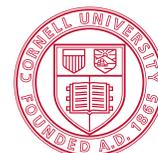
We have expertise in product sensory and consumer testing including traditional acceptance testing, descriptive analyses, rapid profiling, time intensity methods, shelf-life, as well as qualitative research (one-on-one interviews, group discussions) to name a few.

**FOR MORE INFORMATION, PLEASE CONTACT:**

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**VISIT OUR WEBSITE**

[blogs.cornell.edu/sensoryevaluationcenter/](https://blogs.cornell.edu/sensoryevaluationcenter/)



Cornell  
**CALS**

College of Agriculture  
and Life Sciences



Our facility includes a modern commercial kitchen (left), an area for sensory booths with touch screen monitors (center), and a multipurpose room with the latest video conference technology (right).

## How are we different?

- We are part of Cornell University, a premier non-profit education and research institution.
- We provide training and hands-on learning opportunities to students interested in the fields of sensory and consumer research.
- We serve as an extension of your team.
- A dedicated, experienced researcher will work on your project, never a sales person.

## What do we do?

### Standard Services:

- Acceptability and Preference Testing (CLTs)
- Discrimination Testing (2-AFC, Triangle, etc.)
- Sensory Training Workshops

### Consultations Provided:

- New methods development
- Study and questionnaire design
- Advanced statistics and data analyses

## State-of-the-Art Facility

- **Ergonomically designed Sensory Booths** that comfortably sit eight (8) panelists. Additional portable booths are also available, when needed.
- **Variable lighting conditions** to mimic different consumer environments as well as a “red light” option for color masking studies.
- **Superior air exchange and ventilation system** for odor control.
- **Variety of equipment** for the preparation and service of different types of foods: modern commercial kitchen as well as residential consumer appliances are available.
- **Multipurpose room** with the latest video conferencing and remote observation capabilities,

perfect for qualitative research or descriptive panel training.

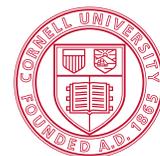
- **Innovative data collection** and analytics software (RedJade, Compusense-at-hand), that allows for the same-day access to the topline study results.
- **Demographically diverse panelist pool** that can easily accommodate large-scale studies (n=100+).
- **Access to world-class experts** in Sensory and Consumer Sciences as well as in other Food Science disciplines (Food Chemistry, Microbiology, Enology, Fermentation Science, Food Safety, Food Engineering, etc.).

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