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 analysis, discrimination testing, and product quality assessment over its shelf-life to name a few.
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.

What do we do?

Standard Services:
• Acceptability and Preference Testing (CLTs/HUTs)
• Discrimination Testing (2-AFC, Triangle, etc.)
• Descriptive Analysis (QDA)
• Online Survey Research
• Qualitative Research (Focus Groups, QMA)
• Sensory Training Workshops

Consultations Provided:
• Test Design
• Advanced Statistics and Data Analyses

For Dairy Industry:
• Fluid Milk Expert Panel Shelf-Life Assessment
• Ice Cream Sensory Assessment
• Defective Milk Kits

State-of-the-Art Facility

• Ergonomically designed Sensory Booths for eight (8) panelists.
• Variable lighting conditions to mimic different consumer environments for color masking studies.
• Superior air exchange and ventilation system for odor control.
• Variety of equipment for food preparation and service: modern commercial kitchen and residential consumer appliances are available.
• Multipurpose room with remote observation capabilities, perfect for qualitative research or descriptive panel training.

• Innovative data collection and analytics software (RedJade), 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 premier Cornell facilities such as the Cornell Food Venture Center, and the Food Processing and Development Laboratory (FPDL).
• Access to world-class experts in Sensory and Consumer Sciences, and other Food and Life Science disciplines.

FOR MORE INFORMATION, PLEASE CONTACT:
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VISIT OUR WEBSITE
blogs.cornell.edu/sensoryevaluationcenter/