



# 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.**

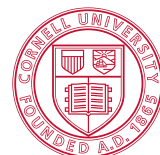
We have expertise in product sensory and consumer testing including traditional acceptance testing, descriptive analysis, discrimination testing, and product quality assessment over its shelf-life to name a few.

**FOR MORE INFORMATION, PLEASE CONTACT:**

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**VISIT OUR WEBSITE**

[cals.cornell.edu/sensory-evaluation-center](https://cals.cornell.edu/sensory-evaluation-center)



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.

## 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

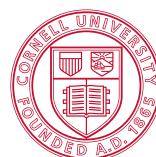
- **Ergonomically designed Sensory Booths** for eight (8) panelists.
- **Variable lighting conditions** to mimic different consumer environments for color masking studies.
- **Superior air exchange and ventilation system** for odor control.
- **Variety of equipment** for food preparation and service: 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.

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