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.
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.).

FOR MORE INFORMATION, PLEASE CONTACT:
Alina Stelick, Manager, Sensory Evaluation Program
ap262@cornell.edu | 607.255.3463

VISIT OUR WEBSITE
blogs.cornell.edu/sensoryevaluationcenter/