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Building Products and Advancing Technologies in Personal Care, Food and Beverages and Health and Wellness Sectors



Vilas Sinkar

20 April 2023



Building Products and Advancing Technologies in Personal Care, Food and Beverages and Health and Wellness Sectors

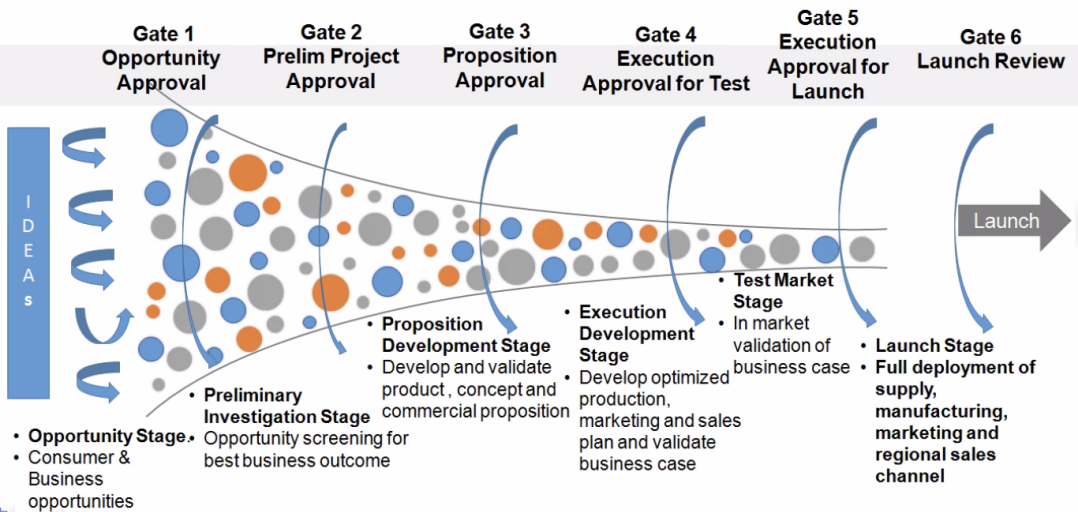


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Innovation Funnel Diagram : Stage Gate Process



Successful translation of Consumer to Technical insights



Set up design of experiments: Product & Process



Conversion of Consumer Insights into Key Technical Attributes

- *Product Format*
- *Sensory Attributes – Flavor /Texture/ Mouthfeel etc. (Formulation Experts)*
- *Attributes driving Consumer Preference (QDA Panels, Expert Panels)*

Ensure the Product Attributes are broadly in the 'Right' Space 9



Sensory Evaluation Methods

Question	Method
Discrimination Tests	Are products different?
Descriptive Tests Analysis	If different, what are the difference in products?
Affective / Hedonic Tests	Is one product preferred over the others?

Goal to match the right test with the right question



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Sensory Evaluation - Good Practices...

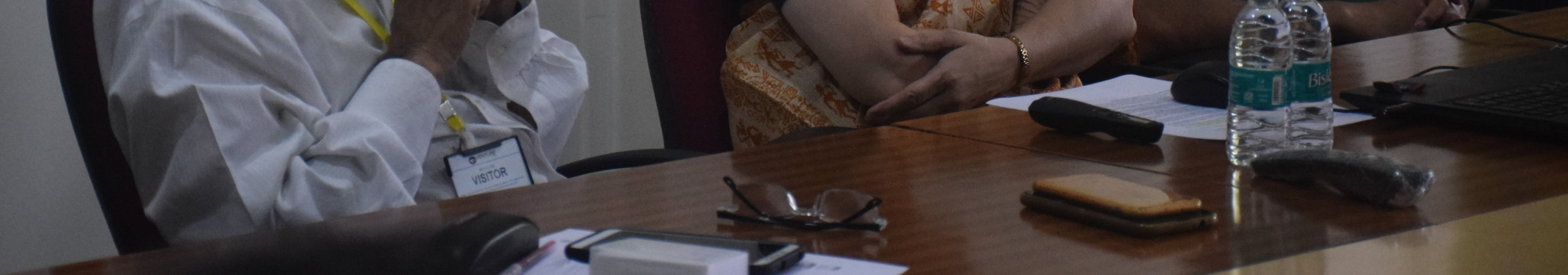
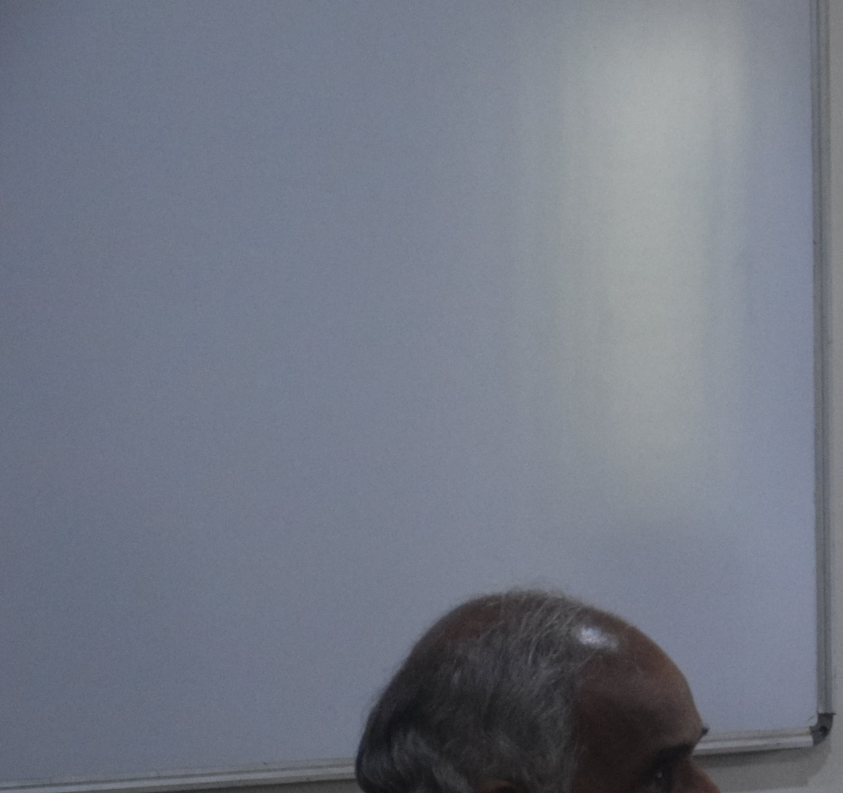
- Facility Design
 - *White or off-white color*
 - *Controlled lightening*
 - *Good ventilation*
- Sample Preparation
 - *Temperature should be controlled, serving at the same temperature*
 - *Serving volume equal for all samples*
 - *Serving at equivalent shelf life and time since cooking /preparation*
- Experimental Design
 - *Random labeling of samples with a code (usually 3 digit)*
 - *Random serving of samples to panelists*

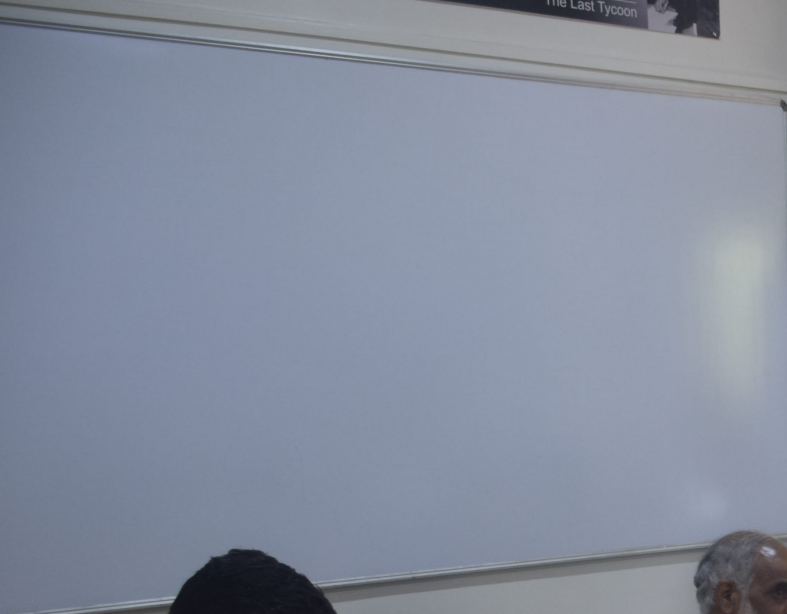


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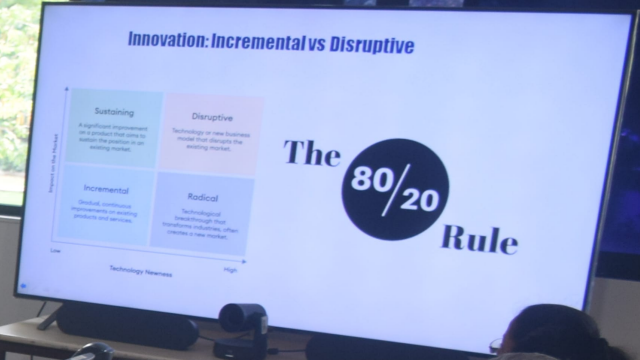
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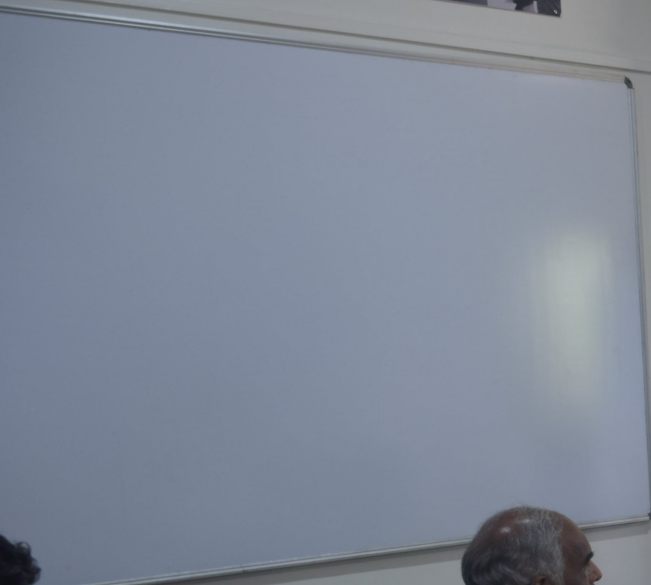
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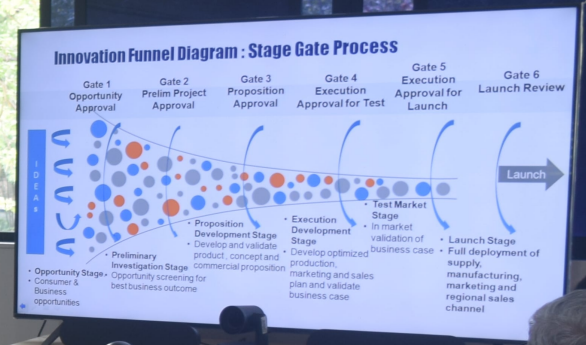


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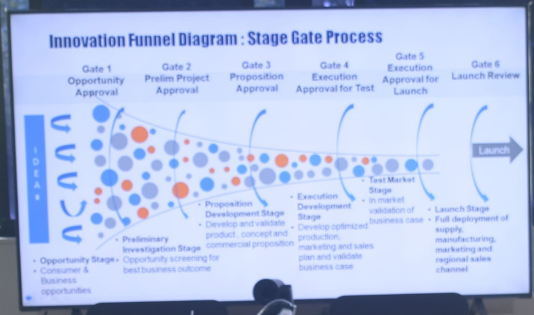
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"No brilliant idea was ever born in a conference room. It was born in a comedy club. He assured the Dane. "But a lot of silly ideas have died there," said Stahr.
F. Scott Fitzgerald
The Last Tycoon



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