

# SENSORY



Sen&CA is the Neutron department that carries out **sensory analyses** and **market researches** performed by a multidisciplinary team.



## SENSORY ANALYSIS

The senses drive the consumer choice of products. This is why it is important to know how the product's characteristics are translated in terms of sensory perceptions. Sensory analysis studies the information gathered by the senses in an objective and scientific way, through a panel of trained assessors.

Sensory analysis is useful in many instances, such as when choosing or replacing an ingredient, in studying the sensory changes of the product during its shelf life, for a comparison with the competition and in verifying the suitability of materials in contact with food.



## CONSUMER SCIENCE

Knowing the consumer's point of view is essential for the success of products on the market. A quantitative assessment of consumers' opinions and motivations provides concrete data and statistics to drive the company's decisions as well as an in-depth analysis of consumers' beliefs and attitudes allows us to understand the reasons behind the choices and purchase of a product.

Sen&CA department provides an important support to companies for these activities for over 25 years with senior multiskilled researchers and a large panel of trained assessors in sensory analysis.

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**Sen&CA**  
sensory and consumer analysis