

"SENSORY SCIENCE WITH FLAVOUR EMPHASIS - AN EFFECTIVE TOOL FOR SUCCESSFUL NEW PRODUCT DEVELOPMENT"

HELD ONLINE ON FRIDAY, 13TH AUGUST 2021

AUTHOR

Ms. Abir Ansari,
Jr. Nutritionist, PFNDAI



Protein Foods & Nutrition Development Association of India (PFNDAI) In Collaboration with International Flavours & Fragrances (IFF) had organized an online webinar titled "Sensory Science with Flavour Emphasis - An Effective tool for successful New Product Development" on 13th of August 2021.

The event was attended by large number of audience who eagerly wanted to learn about the Science behind an acceptable product for the consumers. It was a fruitful and very interactive session conducted in series of events.

Welcome Address

Dr Jagadish Pai, Executive Director at PFNDAI gave a warm welcome to all the dignitaries who were present on the virtual dais. He deeply thanked IFF for the collaboration. Starting with the session, Dr Pai had briefly emphasized on Sensory Science and its importance in food industry to develop a new food product.

Introduction to the Speakers

Ms Swechha Soni, Manager- Food & Nutrition at PFNDAI welcomed and introduced all eminent speakers to the audience before their

respective presentations and requested them to deliver talk on the given topics.



Session 1 :
Introduction to sensory science - The basic tastes & Aromas by Ms Nalini Singh, Sensory & Consumer Insights Researcher, ISC, IFF

Ms Nalini initiated her talk by focusing on three main agenda: 1.

Goal of Sensory Science, 2. **Sense of taste**, and 3. **Definition of Flavour**. She thoroughly explained the pathway that leads to generation of sensory perception. She also threw light on concept known as "Sensory Adaptation" and differentiated between sensation and perception. Ms Nalini has also described biological significance of taste including bitterness, saltiness, sweetness, umami and acidity with help of some example.

Session 2 : Role/ Need of flavour addition in a food product by Mr Chandrasekar Kumar, Group Leader Creation, Sr. Flavourist I, Creation & Design, IFF



To make audience understand flavours, Mr Chandrasekar began his presentation with explaining the role of nose and tongue (olfactory response) in flavour perception. He shared his knowledge on different flavour languages and its importance.

He also highlighted various physical forms of flavour such as **Liquid flavour** namely water soluble, oil soluble, water- alcohol extract and emulsion and **Dry flavour** including encapsulated, plated, extruded and seasoning ones. Also, Mr Chandrasekar had thrown some light on the role of flavourists in sensory science.



WEBINAR ANNOUNCEMENT



Protein Foods & Nutrition Development Association of India

In Collaboration with

International Flavors & Fragrances

Presents Webinar on

Sensory Science With Flavor Emphasis –
An Effective tool for successful NPD

Ms Nalini Singh
Sensory & Consumer Insights
Researcher, ISC
IFF

Mr Chandrasekar Kumar
Group Leader Creation,
Sr. Flavourist I
Creation & Design, IFF

Mr R D Shenoy
Consultant
Food Industry

Streaming on

zoom

Date : Friday, 13th August 2021

Time : 3:00pm – 5:30pm IST

To Register, Tap on below link :
<https://forms.gle/vfzAkp63z5rjmeV8A>

Session 3: Methods of sensory evaluation and sensory profiling by Mr R D Shenoy, Consultant, Food Industry

Mr Shenoy had addressed the delegates in regards to preparation required to become a sensory panellist. Proceeding further, in his talk, he very briefly explained sensory methods



performed to test food sample such as Triangle test, Duo-trio test, Paired comparison test, Paired preference test as well as hedonic scale used while evaluating sample.

He also spoke about qualitative and quantitative analysis of sensory profile and explained the attributes such as flavour, taste and texture to the delegates. Mr Shenoy had shown couple of points to be considered while developing new product in a market.



Mr Sanjay Naphade



Ms Nalini Singh



Dr Jagadish Pai



Mr R D Shenoy



Mr Chandrasekar Kumar

SPEAKERS

Q & A Session: With the chain of informative sessions, audience had some questions, which was well addressed after the presentation of each speaker.



Panel discussion:

The Panel consisted of four dignified panellist namely

Dr Kirti Sharma,
Sr. Lead Scientist-
Foods Division,
ITC Ltd,



Mr Sanjay Naphade,
Director R&D -
PepsiCO AMESA Sector,



Ms Nirmala Metwal,
Sr. Consumer Science Chocolate Lead,
AMEA Region - Mondelez, International



and Mr Dinesh Pandey,
Head R&D Food- Dabur India Ltd.



The Panel was moderated by Dr Pai and
Ms Soni with an insightful and interactive
question and answer session.



Lastly, the webinar ended with a
token of appreciation and
thanks by Ms Dolly Soni,
Executive- Digital and
Marketing, PFNDAI to all
eminent personalities and
webinar audience.

