

Starting up a Sensory Panel

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Presented by Amy Todd of Zymology Labs, LLC

Agenda

- Why
- Beer evaluation
- True to brand descriptions
- Data collection
- Sensory panel set up and selection
- Training



Why

- Consistency/true to brand
- off-flavor identification
- Troubleshooting
- Recipe development



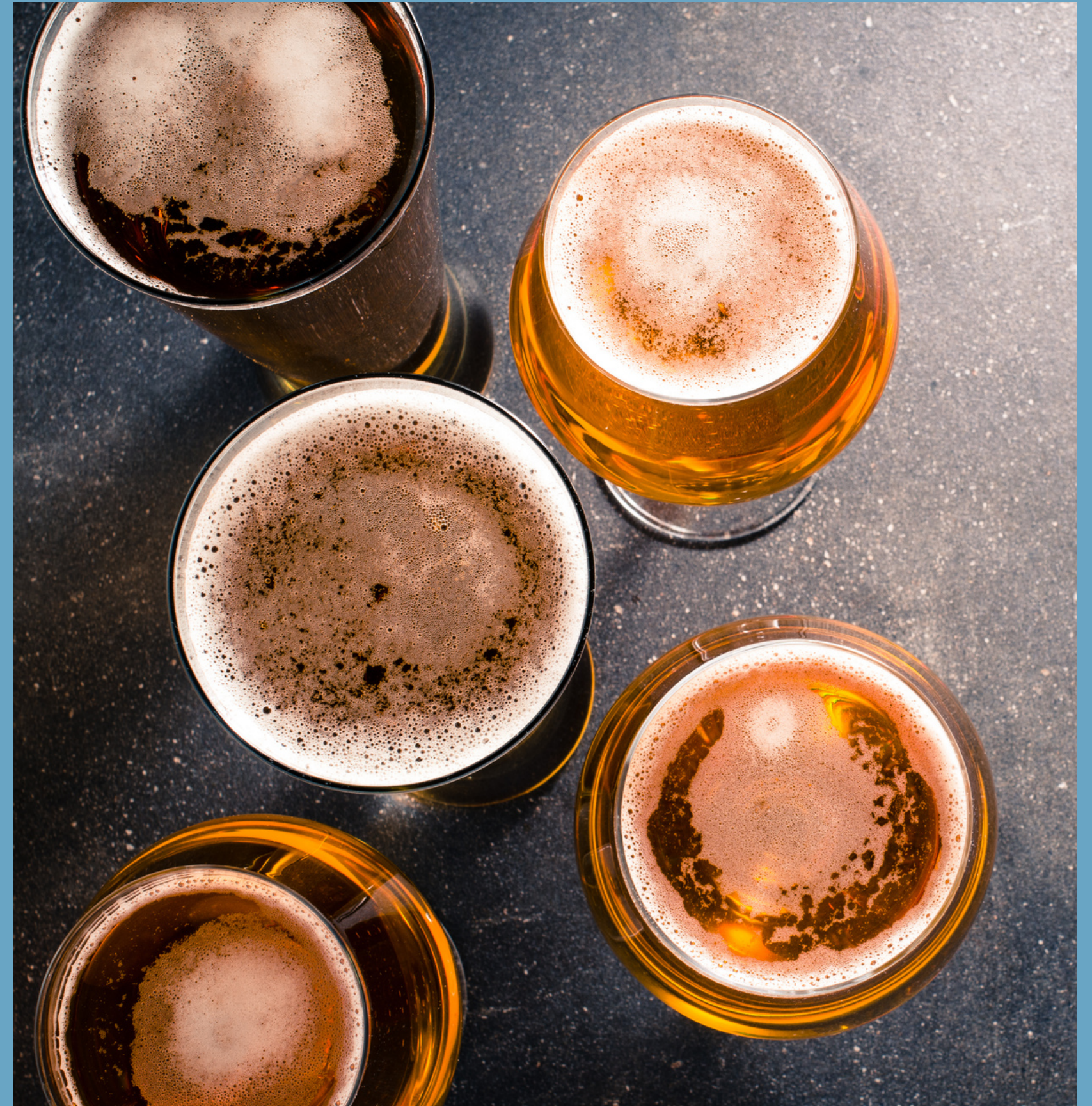
Beer evaluation

- Appearance
- Aroma
- Flavor
- Mouthfeel
- Overall impression - true to brand



True to Brand

- go through evaluation steps
- detailed description
- on flavors
- get others involved
- several batches side by side
- compare to other beers/style guidelines



Data Collection

- pen/paper, google forms, software
- pass/fail
- scale
- liking vs. true to brand
- data evaluation
- communicating results



Sensory Panel

Set up and selection

- Where
- When
- What
- Who
- How
- Why



Training

- true to brand
- ingredients
- spike kits
- aged product
- mixed product
- commercial examples
- blind tastings
- triangle/tetrad/duo trio



Resources

- Attention to Details
<https://mydigitalpublication.com/publication/frame.php?i=690082&p=&pn=66&ver=html5>
- Beer Sensory A to QC
https://www.craftbrewersconference.com/wp-content/uploads/2019_presentations/Beer-Sensory-A-to-QC.pdf
- Tasting Glory <https://byo.com/article/tasting-glory-start-your-sensory-program-today/>
- ASBC sensory webinar series
- Sensory panel ebook
<https://zymologylabsebook.ck.page/5048eb2b7a>
- Amy@zymologylabs.com