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Description. Rapid Sensory Profiling Techniques: Applications in New Product Development and Consumer Research, Second Edition presents the latest findings and recommendations on the proper choice and use of rapid product profiling methods. Each chapter is written by a key opinion leader on a specific method with discussions on theory, pros, cons and the application of each method that is demonstrated through a case study.

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2.4 Rapid sensory profiling methods in literature 14 . 2.4.1 An overview of rapid sensory profiling 14 . 2.4.2 A summary of three categories of rapid sensory profiling methods 15 . 2.5 Studies on the development, optimisation and application of similarity-based rapid . sensory profiling methodologies 16

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Furthermore, the study aimed to optimise the identified methods and to propose workflows that include sensory methods and statistical procedures suited for wine sensory analysis applications. Four rapid methods were compared to descriptive analysis (DA). The methods tested were CATA, rate-all-that-apply (RATA), Napping, and sorting.

Rapid sensory profiling methods for wine : workflow ...

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