

(PREVIEW)

Indian Standard

GENERAL GUIDELINES FOR
CONSUMER SENSORY EVALUATION OF
FOODS AND BEVERAGES

1. SCOPE

1.1 This standard prescribes guidelines for consumer testing of foods and beverages in general. It is expected to provide an insight into consumer reactions, expectations and market potentials with regard to the product under study.

NOTE - These guidelines will have to be tailored to the individual objective of enquiry and type of product.