

TAS  
TEL  
web

The sensory solution

TAS  
TEL  
web

bertrand.thullier@wanadoo.fr

Forgot your password?  Remember me?

Log in

Not still registered?

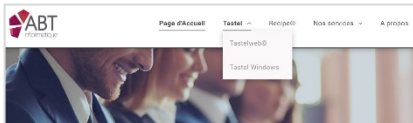
Register

## General Presentation

TAS  
TEL  
web

Note: The reproduced screens are not the subject of a contractual nature, and can be freely modified by the editor.

# A new sensory solution



[contact@abt-sensory-analysis.com](mailto:contact@abt-sensory-analysis.com)  
[www.abt-sensory-analysis.com](http://www.abt-sensory-analysis.com)

Rouvroy-sur-Marne, January 5th 2023

# ABT Informatique



➔ **1995** : creation of ABT Informatique (ABT) by Mr. Bertrand Thuillier.

- 1985-86 : Project Manager (**Cap Sogeti**)
- 1986-94 : Head of products evaluation / Head of industrialization coordination (**Pernod Ricard**)




➔ **2022** : ABT Informatique is an agile team of 7 persons.

➔ **Research...creation of Pivot® Profile Test (2015)**

➔ **Education...**

- Polytech Lille
- Ecole de Biologie Industrielles (E.B.I.)
- AgroSup Dijon



  
**UNIVERSITÉ DE REIMS**  
 CHAMPAGNE-ARDENNE  
**Ecole Doctorale Sciences, Technologies, Santé (ED 3)**

**THESE**  
 Pour obtenir le grade de  
**DOCTEUR DE L'UNIVERSITÉ DE REIMS**

Présentée et soutenue publiquement le 21 décembre 2015

Par  
**Bertrand THUILLIER**

---

**Rôle du CO<sub>2</sub> dans l'appréciation organoleptique des champagnes**  
 - Expérimentation et apports méthodologiques -

Food Quality and Preference 42 (2015) 96–117

Contenus Etes available at ScienceDirect


**Food Quality and Preference**  
 journal homepage: [www.elsevier.com/locate/foodqual](http://www.elsevier.com/locate/foodqual)

Pivot® profile: A new descriptive method based on free description  
 Bertrand Thuillier<sup>a,b,\*</sup>, Dominique Valentin<sup>c,d,e,f</sup>, Richard Marchal<sup>g</sup>, Catherine Dacremont<sup>g,h,i</sup>

<sup>a</sup>ABT Informatique, 5, rue du Château, 52000 Reims en Marne, France  
<sup>b</sup>Institut National de la Recherche Scientifique, Université de Reims Champagne-Ardenne, France  
<sup>c</sup>INRA, UR1065, Centre de Recherche de Reims et de Champagne, 21000 Reims, France  
<sup>d</sup>INRA, UR1065, Centre de Recherche de Reims et de Champagne, 21000 Reims, France  
<sup>e</sup>Université de Bourgogne, 880, avenue du Général de Gaulle et de l'Université, 21000 Dijon, France  
<sup>f</sup>Agropolis Méditerranéenne, Université de Montpellier, 34093 Montpellier Cedex 2, France  
<sup>g</sup>Université d'Orléans, Université de Reims, BP 6010, 51047 Reims Cedex 2, France

**ARTICLE INFO**      **ABSTRACT**

**Article history:**  
 Received 5 March 2014  
 Received in revised form 5 January 2015  
 Accepted 16 January 2015  
 Available online 24 January 2015

**Keywords:**  
 Pivot® profile  
 Free description method  
 Free descriptors  
 Individual method  
 Sensory  
 Champagne

The Pivot® profile is a free description method that captures the relative sensory characteristics of a target product (other products). The open comparison design with which is easy to perform for panel and the heterogeneity of 1 of the Pivot® profiles. Test comparatively to other test

**Creation of a link between sensory description and evocation with the help of Pivot Profile®**  
 A. Colloc<sup>a</sup>, C. Poite<sup>b</sup>, E. Guddat<sup>c</sup>, M. Kotzak<sup>d</sup>, Bertrand Thuillier<sup>e</sup>, A.M. Perné-Lhénrier<sup>f</sup>

**Conjoint Analysis between sensorial characteristics, nutritional properties and prices ranges of breakfast cereals.**  
 T. Colantoni<sup>a</sup>, E. Lemarcia<sup>b</sup>, M. Levi<sup>c</sup>, N. Fernandes Carvalho<sup>d</sup>, L. Marand<sup>e</sup>, M. Appriou<sup>f</sup>, A.M. Perné-Lhénrier<sup>f</sup>, Bertrand Thuillier<sup>e</sup>

**A mapping of 10 cosmetic creams using a new method: the Pivot® Profile**  
 Wes Pearson<sup>a,b,c</sup>, Leigh Schimidke<sup>a</sup>, Leigh Francis<sup>a</sup>, John W. Blackman<sup>a</sup>

**ABT Informatique**  
 Contacts : [quels@reims.com](mailto:quels@reims.com) or [bertrand@reims.com](mailto:bertrand@reims.com)

**EBI Ingénieurs des industries**  
 Contacts : [colantoni@ubiele.com](mailto:colantoni@ubiele.com) or [w.pearson@ubiele.com](mailto:w.pearson@ubiele.com) or [am.perne@univ-reims.fr](mailto:am.perne@univ-reims.fr)

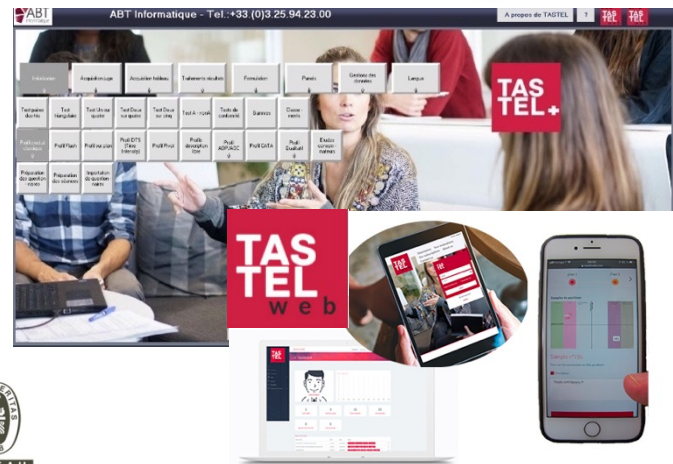
**SEPPIC**  
 A mapping of 10 cosmetic creams using a new method: the Pivot® Profile  
 An investigation of the Pivot® Profile sensory analysis method using wine experts: Comparison with descriptive analysis and results from two expert panels  
 Wes Pearson<sup>a,b,c</sup>, Leigh Schimidke<sup>a</sup>, Leigh Francis<sup>a</sup>, John W. Blackman<sup>a</sup>

<sup>a</sup>National Wine and Grape Industry Centre, Charles Sturt University, Locked Bag 588, Wagga Wagga, NSW 2678, Australia  
<sup>b</sup>The Australian Wine Research Institute, P.O. Box 197, Glen Osmond, SA 5064, Australia

## → Tools...

- Tastel© : since 1995, updated in January 2019.
- Tastel+© : since 2000, updated in January 2019.
- Tastelweb© : launched in June 2019.

## → Many trusted customers, for around 25 years...

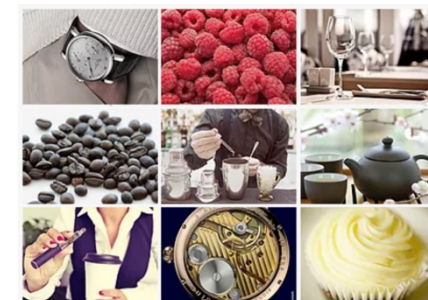


## → Support and consulting - methods and statistics

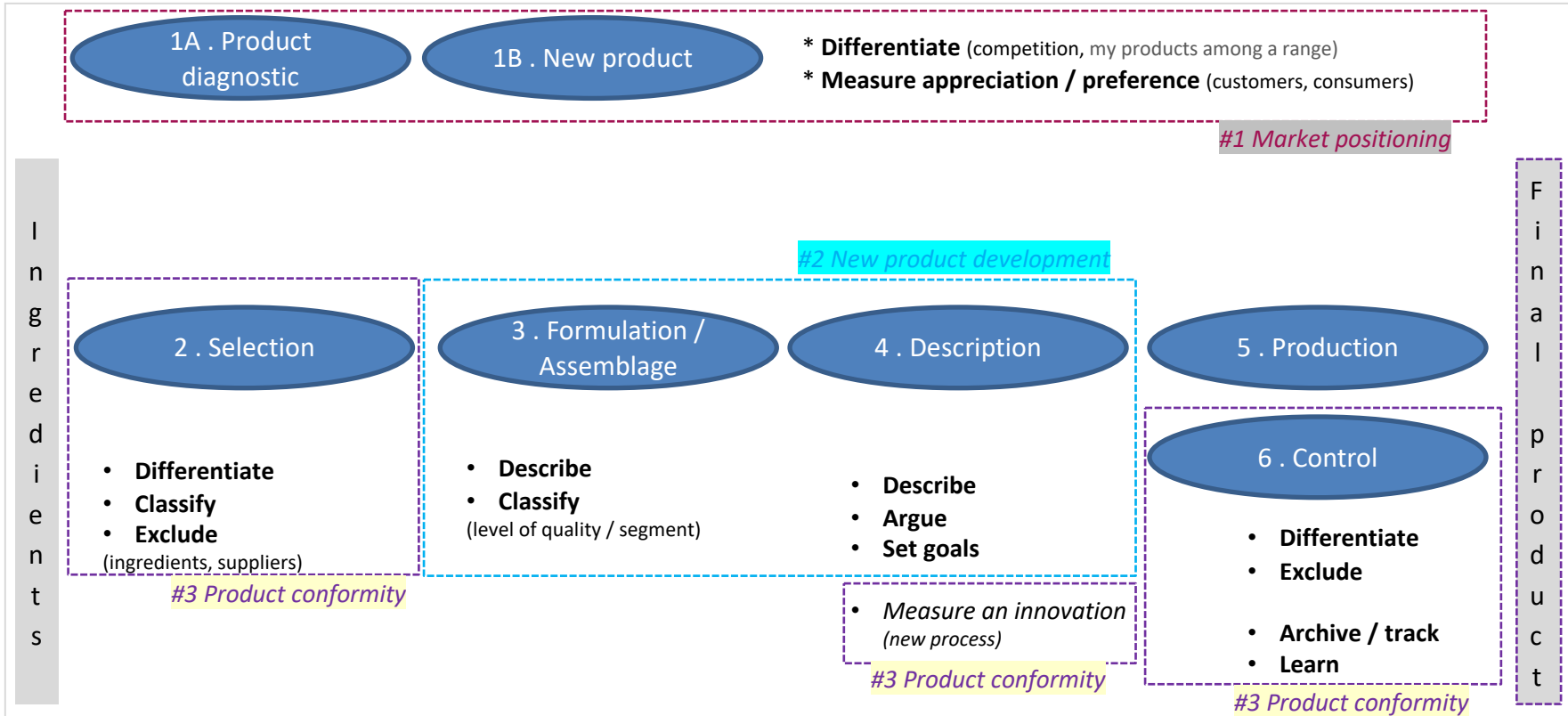
- Setting up and training of sensory panels
- Popularization or deepening of statistics in sensory analysis
- Processing of sensory data
- Links between sensory analysis and instrumental analysis

## → Support and consulting – setting up / training of sensory panels

- Initiation and awareness of sensory analysis
- Setting up and structuring a sensory panel
- Outsourcing of monitoring and trainings
- Network of sensory analysis consultants



# Product : lifecycle & points of sensory evaluation

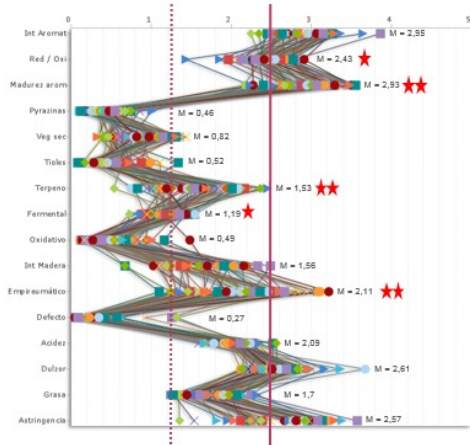


# #1 Market positioning : the organoleptic side

## Questions ?

- How to better describe my market and competitors ?
- Which preference is having my product from my customers, my consumers ?
- Reliable (Counter)-arguments for sales ?

## DESCRIPCIÓN GENERAL VINOS CHILENOS CABERNET-SAUVIGNON CONJUNTO DE LOS VINOS



→ INTENSOS AROMATICAMENTE, ABIERTOS, MADUROS

→ AROMATICA EQUILIBRADA :

- TERPENO (confitura casis, mora, plátano maduro)
- MADERA (intensidad media)

→ 3 PERFILES DE MADERA  
VAINILLA → ESPECIAS → TOSTADO/CARAMEL MARRON

→ EQUILIBRIO EN BOCA DULCE & ASTRINGENTE

## Case study

- "Characterizing inter-and intra-regional variation in sensory profiles of Australian Shiraz wines from 6 regions" – AWRI- 2020
- « Family test / panel » - Creation of a new product – Santa Rita - 2022



AWRI

SANTA RITA  
ESTATES



# #1 Market positioning : the sensory design

## Food industry

### SENSORY EVALUATION

- Differentiation ?
- Description ?
- Appreciation ?

### MAIN SENSES

- Visual
- Olfactive - Gustative
- Hearing - Touch



## Other sectors

### SENSORY EVALUATION

- Functional analysis
- Estheticism

### MAIN SENSES

- Visual
- Touch



**Objective**  
**Also maximize positive perceptions for a product.**

Identify and measure all sensations and perceptions in order to characterize them positively or negatively in order to "assemble" them in the direction of greater well-being, and therefore towards a favorable reaction to a purchase.

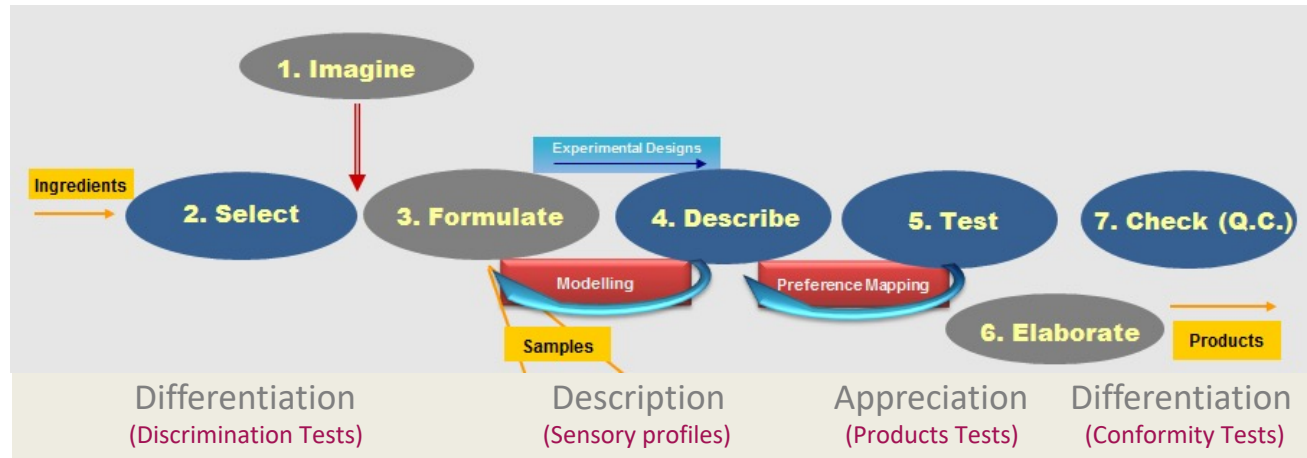
## #2 New Product Development (NPD)

### Questions ?

- How to respond to new consumer trends? To new standards ?
- How to launch the right product ? Innovative and differentiating.
- How can I maximize the appreciation of my product ?

### Case study

- New product Amaro/Triple Sec – Okanagan Spirits – Canada - 2021



Main stages of NPD and its quality assessment

**Industrial model**  
Numerous expert and assessment entities

= separation of operations and operators



## #3 Product conformity : production follow-up on key stages

### Questions ?

- How to select / buy suitable ingredients ?
- How to assess the impact of a new process / production tool ?
- How can I be sure that products meet my profile objectives ?
- Sensory analysis and continuous improvement control ?
- Quality control at points of sale ?



### Case study

- Selection and qualification of Brandies – Rémy Cointreau – 2006...
- Quality control of final products (fat category) – St Hubert – 2009...
- Certification AOP Bordeaux – compliance with wine quality – Quali Bordeaux – 2010...
- AOP St Emilion classification – Bureau Veritas - 2022



## #4 Other applications

### Questions ?

- How to exploit the competitive intelligence of my sales force ?
- How can I store and quickly compare my tastings carried out with my customers ?
- How can I have a summary of my wine tastings of the same AOP / DO / DOCG ? How to quickly compare with the previous vintage ?
- How do I register my evaluation scores during a gastronomic competition ?

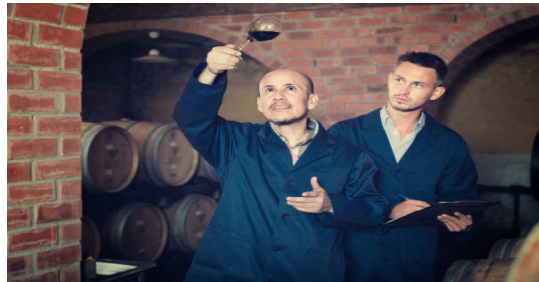
### Sensory evaluation

- Archiving of individual evaluations
- Synthesis / aggregate :
  - Common characteristics
  - Database query by other data (vintage, process, yeast, etc.) and cross-referencing with sensory data

### Sales force



### Consultants/Winemakers/Distillers



### Wine / gastronomy critics





## Main Characteristics

### ■ Easy to use, simple and flexible

- Suitable for all sectors
- Group evaluations, individual tastings
- Early or last-minute tests
- Tests run over several hours / days
- No specific investment required: input via Smartphone, tablet or PC
- Easy configuration (intuitive, pre-configurations, 3 languages)



Food and cosmetics



Easy settings



Many graphics



Panel Evaluations

### ■ Mobile, versatile

- Simple Wi-Fi or 3G/4G coverage
- Secured host account\*, (\*: Audit Cybervadis Nov. 2020 / Sept. 2022)
- Panelist interface via email invitation or QR Code
- Nomad use: in lab, in customer's places, during fairs/exhibitions...
- Panelists located in different places
- Access results from any device / location



ANSSI  
Autorité Nationale de  
défense et de Sécurité des  
Systèmes d'Informations



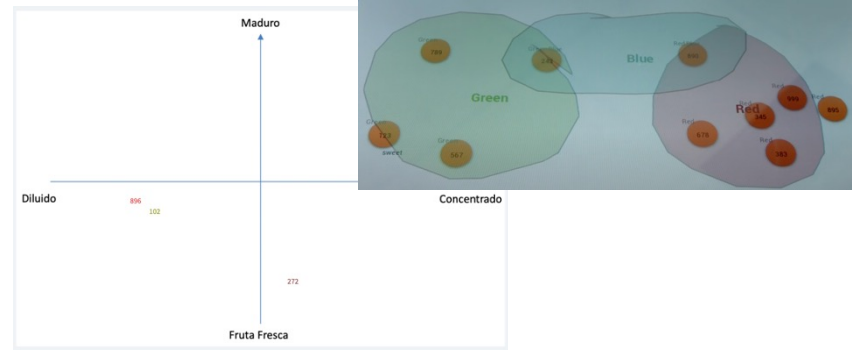
### ■ Complete, powerful

- Main proven and adapted sensory tests
- Powerful statistical treatments :
  - Up to 400 products for simultaneous comparison (benchmark)
  - Aggregation of tests : synthesis, batches homogeneity analysis, evaluation of a product over time
  - Comparisons with other data
- A deep, intuitive management of the panel (Deviations, consensus, discrimination, reproducibility)

## Classic profile (QDA)



## Napping<sup>©</sup> Profile (or Map Profile)

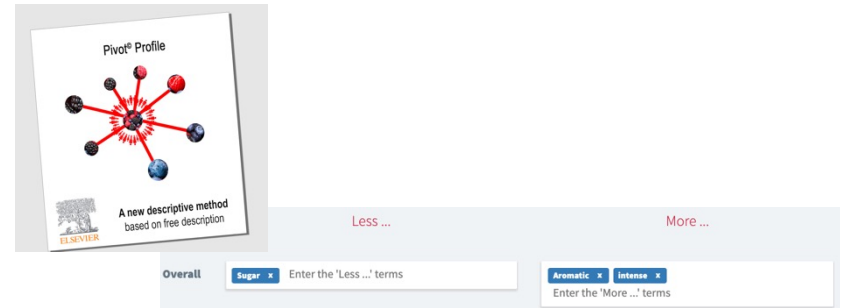


## Triangle



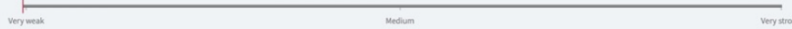
## Pivot<sup>©</sup> profile

*Tastelweb<sup>©</sup> Exclusivity*



## Consumer tests

### 1 / General assessment of the products \*



### 2 / Visual appreciation of the products \*



### 5 / Main qualities \*

Describe what you like about these products?

Good aspect

### 7 / Your opinion on the products \*

	Too few	Correct	Too strong
Chocolate pieces	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amount of sugar	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Fat perception	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

### 8 / Purchase intentions \*

Would you buy these products?

- probably yes  
 No doubt

### 9 / At what price would you buy these products \*

For example for a packet of 10 cookies

3

## Qualitative profile



## Textual, syntactic analysis

**Tastelweb<sup>®</sup> makes it possible to process totally free expression !**

- Thanks to the company's experience since 1995 on this subject
- Google's technical advances in identifying words in a text

### 5/ Main qualities \*

Describe what you like about these products ?

Nice looking

### 6/ Main faults \*

Describe what you like about these products ?

Average taste, few pieces of chocolate



# Tastelweb<sup>©</sup> : outlook – future developments 2023 / 2024

## Textual analysis : extension to QDA and Map profile tests

Acidity (Mouth)



Global (global)



Free comments

I feel aproduct with very high acidity, citrus. It has also a little bitterness.



Sample n°937

Metadatas

## Connection SaaS & SSO (« Single Sign-On »)

- Company administrator & user accounts
- Access to a common database
- A single and unique authentication



## Data base : filters, sorting, query system

2/ ADD PRODUCTS :

Select products :

Filter columns :

Name / ID ?

Used ?

Weighting ?

Product n°...

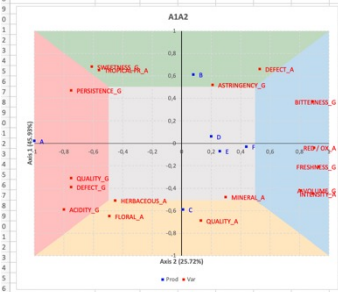
Metadatas

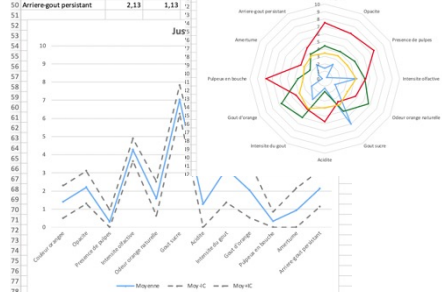
<input type="checkbox"/>	Code 1	Product label	Utilisé ?	Yeast	Country	Tank #	Prod. site	Actions
<input type="checkbox"/>	489	Jus A		ABC	Brésil	6	Bahia	<input type="button" value="Déplacer"/> <input type="button" value="Editer"/> <input type="button" value="Retirer"/>
<input type="checkbox"/>	582	Jus B		ABC10	USA	15	Miami	<input type="button" value="Déplacer"/> <input type="button" value="Editer"/> <input type="button" value="Retirer"/>
<input type="checkbox"/>	305	Jus C		AC	Italie	12	Bari	<input type="button" value="Déplacer"/> <input type="button" value="Editer"/> <input type="button" value="Retirer"/>
<input type="checkbox"/>	588	Jus D		AB	Espagne	10	Alicante	<input type="button" value="Déplacer"/> <input type="button" value="Editer"/> <input type="button" value="Retirer"/>

## Results processed : reports in Excel format

6 DEFECT_A	0,53	0,66
7 TROPICAL_FL_A	-0,56	0,65

48 Pulpeux en bouche	0,33	0,33	0
49 Amertume	0,93	0	0
50 Arrière gout persistant	2,13	1,13	0





# Tastelweb<sup>®</sup> : outlook - future developments 2023 / 2024

## Products, descriptors : creation of a unique key UUID

- Unique, non-falsifiable key (respecting confidentiality)
- Possible modification of sample codes, labels
- Possible history tracking
- Panel performance : repeated products without the bias of the same code

#	Libellé	Couleur	Facteurs d'identification	Données additionnelles	Action
13146	P2	<span style="color: purple;">■</span>			<a href="#">✎ Editer</a>
13145	P1	<span style="color: red;">■</span>			<a href="#">✎ Editer</a>
13120	p2	<span style="color: blue;">■</span>			<a href="#">✎ Editer</a>

## New product presentation plans

		Rang					
		1	2	3	4	5	6
Juges	1	1	2	6	3	5	4
	2	2	3	1	4	6	5
	3	3	4	2	5	1	6
	4	4	5	3	6	2	1
	5	5	6	4	1	3	2
	6	6	1	5	2	4	3

Latin Square – Williams design

	rang 1	rang 2	rang 3	rang 4	rang 5
Juge 1	4	3	2	7	1
Juge 2	1	4	6	5	7
Juge 3	7	6	1	2	5
Juge 4	4	7	2	6	3
Juge 5	3	6	5	1	2
Juge 6	5	6	7	4	2
Juge 7	2	5	3	1	7
Juge 8	1	7	4	5	3
Juge 9	6	2	3	4	1
Juge 10	4	3	7	5	2
Juge 11	5	2	7	3	6
Juge 12	7	1	6	2	4
Juge 13	2	1	5	6	4
Juge 14	6	4	1	3	5
Juge 15	3	5	4	7	6

Optimal Plans

(Optimized Balanced Incomplete Block design)

## Rankings



## Evaluation sheet, printable

Please let us know what you think about the products by rating the attributes on a scale from 1 to 5 (see scale below).

Like extremely	Like	Neither like nor dislike	Dislike	Dislike extremely
1	2	3	4	5

### How did you like the TASTE of the burger patties?

Did you like it? (1-5)	Any comments about the taste? How did you like aspects such as salty, sweet, sour and creamy flavors? How much did you like the cheese?

### How did you like the TEXTURE of the burger patties?

Did you like it? (1-5)	Any comments about the texture? How chewy or soft was it? Was it hard or dry? Did it resemble what you expect the texture to be?

# Tastelweb<sup>©</sup> : outlook - future developments 2023 / 2024

## The « Expert » profile

- Complete and descriptive profiles for expert panelists
- Various questions possible : opens, multiple choice, crosstab...



Short answer

- Long answer
- Numerical response
- Multiple Choice - Single Answer
- Multiple Choice - Multiple Answers
- Scale
- Crosstab - Single response
- Crosstab - Multiple responses
- Date / Time
- Period

1 / Score the intensity for each descriptor:

Acidity (Mouth)

Global (global)

3/ Main qualities \*

Describe what you like about this product ?

Good appearance

## Discriminative test : 2 out of 5

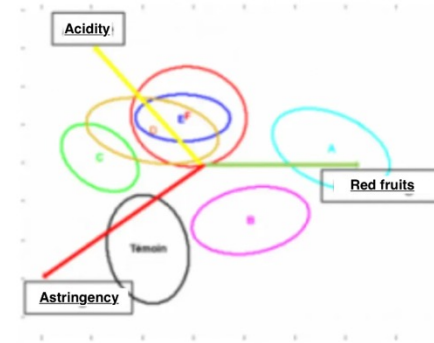


## Quality & Product compliance

- Product conformity assessments realized by few people (on industrial sites)
- Entries by ticks – Counting frequencies of occurrences
- Synthesis results possible by consent

Par défaut	N°512	N°362	N°376
FRUITY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FLOWER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
MINERAL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GRASSY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SUGGESTED COMMENTS			
Jasmin	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FREE COMMENTS			
Average product		Nice product – premium quality	Good product

## The Flash profile







## Conditions

### ■ Accessible and flexible pricing

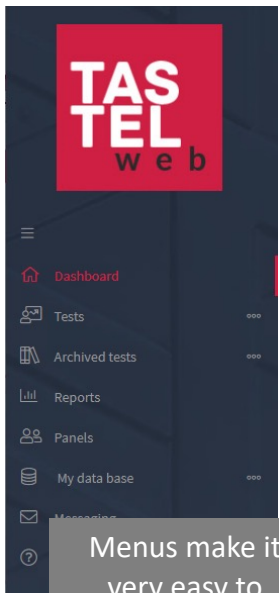
- *Test* or *annual subscriptions* with different levels
- Numerous stages in number of tests that can be carried out per year : 5, 10, 20, 40, 60, 100, 200, unlimited
- Stages from 5 – 60 tests : 1 to 5 host accounts
- > 60 tests : option log in with Saas & SSO

### ■ Services / training

- 1<sup>st</sup> contact
  - company introduction / applications, objectives / short demo software
  - opened account with 1 free test
- Basic trainee (included in subscriptions, remote)
  - 13 E-learning videos (basic software handling)
  - 1 hour meeting for Q&A
- Expert trainee (paid trainee, on site, tailorable, 4+1 half days)
  - 5 practical workshops of 4h (handling, tastings on client's products, tests methodologies, statistical treatments)
  - availability of report templates / first report provided by ABT Informatique
- Free hotline (9/12h – 14/18h GMT+1, internal mailbox) :
  - illimited support on the use of the software
  - punctual advices on methodologies / statistical treatments
- Expert services (paid, remote) : additional treatments in data analysis, link with analytical datas, panelists' training program, interface with other softwares / information systems (ERP, SAP, ID Systèmes...)

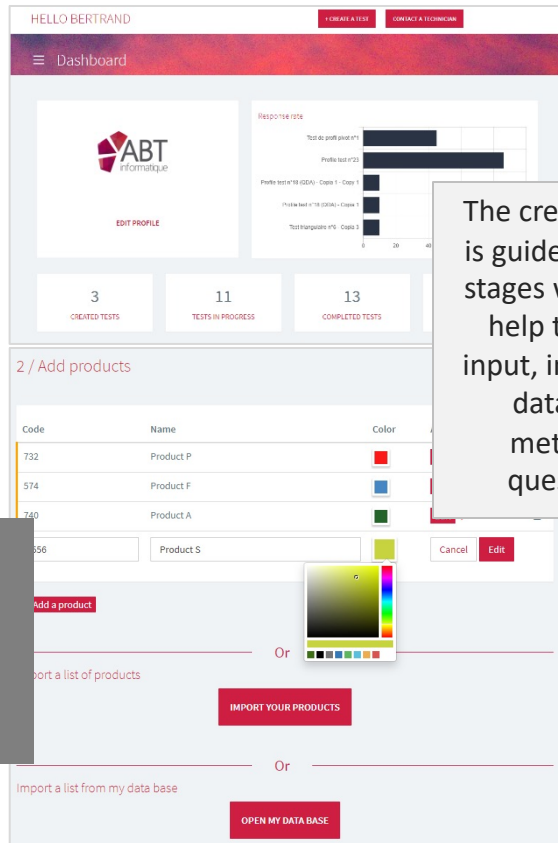


# Application (1/4) : Management and creation of questionnaires



TAS TEL Web

- Dashboard
- Tests
- Archived tests
- Reports
- Panels
- My data base
- Messaging



HELLO BERTRAND

Dashboard

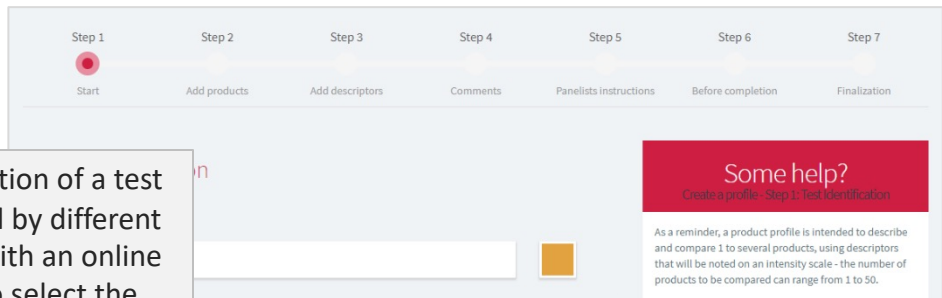
3 CREATED TESTS | 11 TESTS IN PROGRESS | 13 COMPLETED TESTS

2 / Add products

Code	Name	Color
732	Product P	Red
574	Product F	Blue
740	Product A	Green
356	Product S	Yellow

Import a list of products | IMPORT YOUR PRODUCTS

Import a list from my data base | OPEN MY DATA BASE



Step 1: Start

Step 2: Add products

Step 3: Add descriptors

Step 4: Comments

Step 5: Panelists instructions

Step 6: Before completion

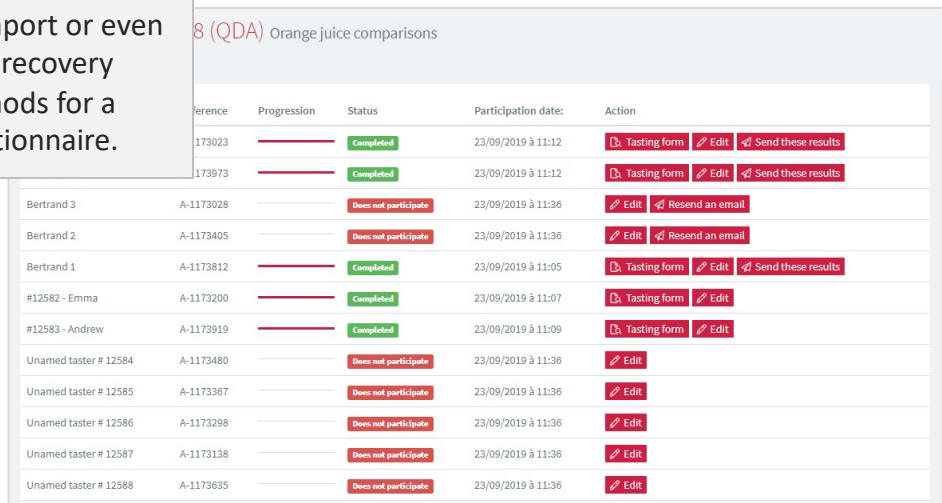
Step 7: Finalization

Some help? Create a profile - Step 1: Test identification

As a reminder, a product profile is intended to describe and compare 1 to several products, using descriptors that will be noted on an intensity scale - the number of products to be compared can range from 1 to 50.

The creation of a test is guided by different stages with an online help to select the input, import or even data recovery methods for a questionnaire.

Menus make it very easy to select the main application management functions



8 (QDA) Orange juice comparisons

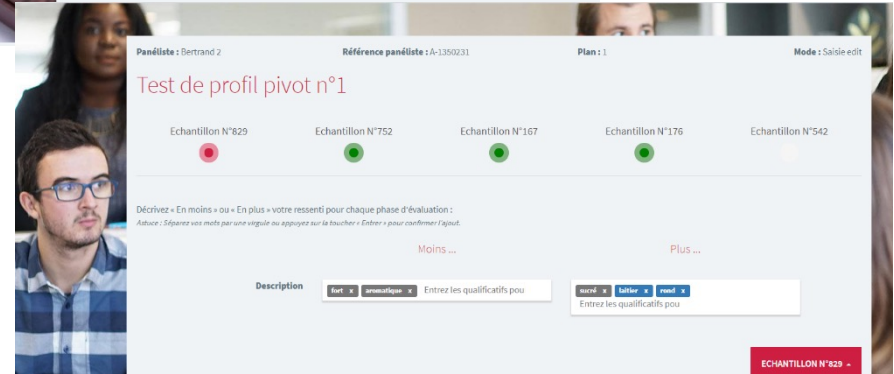
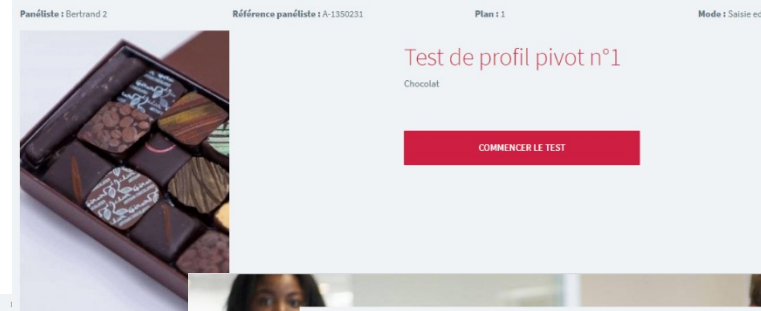
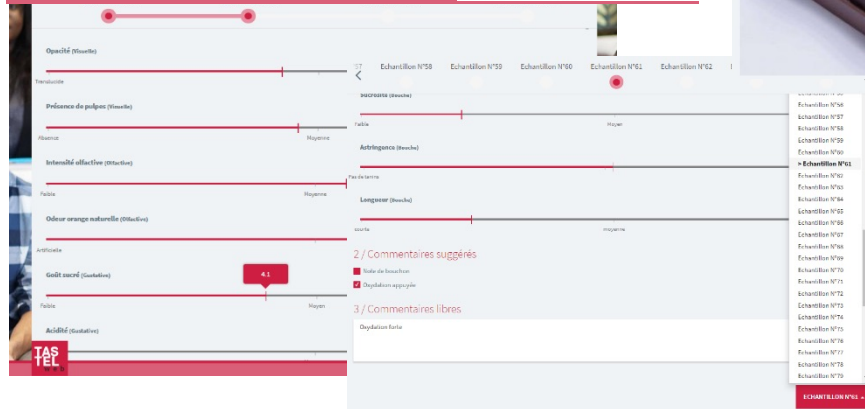
Reference	Progression	Status	Participation date:	Action
173023	Progress bar	Completed	23/09/2019 à 11:12	Tasting form   Edit   Send these results
173973	Progress bar	Completed	23/09/2019 à 11:12	Tasting form   Edit   Send these results
Bertrand 3	Progress bar	Does not participate	23/09/2019 à 11:36	Edit   Resend an email
Bertrand 2	Progress bar	Does not participate	23/09/2019 à 11:36	Edit   Resend an email
Bertrand 1	Progress bar	Completed	23/09/2019 à 11:05	Tasting form   Edit   Send these results
#12582 - Emma	Progress bar	Completed	23/09/2019 à 11:07	Tasting form   Edit
#12583 - Andrew	Progress bar	Completed	23/09/2019 à 11:09	Tasting form   Edit
Unnamed taster # 12584	Progress bar	Does not participate	23/09/2019 à 11:36	Edit
Unnamed taster # 12585	Progress bar	Does not participate	23/09/2019 à 11:36	Edit
Unnamed taster # 12586	Progress bar	Does not participate	23/09/2019 à 11:36	Edit
Unnamed taster # 12587	Progress bar	Does not participate	23/09/2019 à 11:36	Edit
Unnamed taster # 12588	Progress bar	Does not participate	23/09/2019 à 11:36	Edit

# Application (2/4) : Very ergonomic data entries



You can contact different sites in different countries.

The entry can be made on scales by check marks, on grids, in text entry in assisted text entry ...



# Application (3/4) : Report generation on products

Creating a report on a profile test

**GENERATE A NEW REPORT ON PRODUCTS**

Step 1 Start Step 2 Settings Step 3 Selection and modification of tests

Creating a report on a profile test 1 / Start

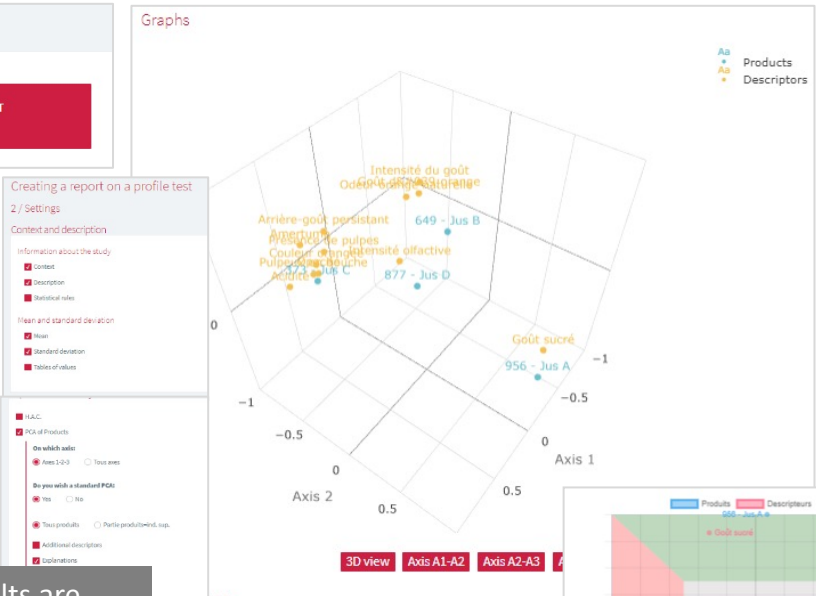
Profile Report - products # 1

Screen the products:

Product code	Name	Color	Active
956	Jus A	Green	<input checked="" type="checkbox"/>
649	Jus B	Red	<input checked="" type="checkbox"/>
373	Jus C	Blue	<input checked="" type="checkbox"/>
877	Jus D	Orange	<input checked="" type="checkbox"/>

Screen the descriptors:

Name	Stage	Color	Actif
Couleur orange	Miscellé		<input checked="" type="checkbox"/>



Création d'un rapport sur un test 4 / Finalisation

**GÉNÉRER UN RAPPORT DE**

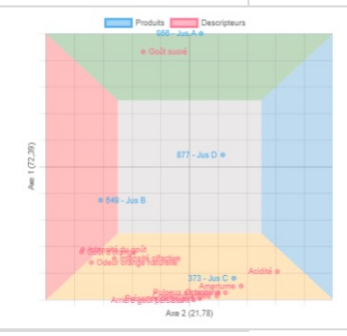
**SOURCER LE MODÈLE DE**

The results are gathered in the form of analysis reports with graphs, tables of figures, and interpretations ...

This analysis summarizes graphically all the information in only two or three components based and calculated on the sensory descriptors.

Interpreting

The set of the first three main axes makes it possible to explain 100% of all the information. The first principal axis explains 72.39% and is positively composed of the following attributes: Couleur orange, Opacité, Présence de pulpe, Arrière-goût persistant, Intensité du goût, Goût d'orange, Pulpe en bouche, Amertume, Acidité, Intensité olfactive, Odeur orange naturelle. The second principal axis explains 21.78% and is positively composed of the following attributes: Goût sucré, Goût d'orange, Arrière-goût persistant, Opacité, Intensité olfactive, Odeur orange naturelle. From this analysis, we can estimate that the products: 956 - Jus A are rather Goût sucré, Arrière-goût persistant, Opacité, Intensité olfactive, Odeur orange naturelle.







# Application (4/4) : Performance follow up of panelists

Compare the test "Test de profil n°2"

<input type="checkbox"/>	Test name	Name	Couleur	Number of products
<input checked="" type="checkbox"/>	Test de profil n°2	Comparaison de jus d'orange ré		4
<input checked="" type="checkbox"/>	Test de profil n°1	Comparaison de jus d'orange		4

Pages: < 1 >

**GENERATE A NEW REPORT ON PRODUCTS**      **GENERATE A NEW REPORT ON PANELISTS**

Goût d'orange	Gustative		<input checked="" type="checkbox"/>
Pulpeux en bouche	Gustative		<input checked="" type="checkbox"/>
Amertume	Gustative		<input checked="" type="checkbox"/>
Arrière-goût persistant	Finale		<input checked="" type="checkbox"/>

## Screen the panelists:

Test de profil n°2 - Comparaison de jus d'orange ré

Bertrand 5       Bertrand 3       Bertrand 2

Bertrand 1

Test de profil n°1 - Comparaison de jus d'orange

Bertrand 5       Bertrand 3       Bertrand 2

Bertrand 1

## Choosing the display mode of the products in the graphs

- Product code
- Product code+Product label
- Product label

## Which results do you wish to generate?

- Consensus and description of panelists
- Calibration of panelists and monitoring of deviations
- Performance and quality of panelists (in case of test comparison with strict replication of tests)
- Panelists training follow-up

PCA of Panelists

Displayed on which axis:

Axes 1-2-3     Tous axes

Do you wish a standard PCA:

Yes     No

Additional descriptors

Explanations

Interpreting

Detailed figures

PCA of Products and Panelists

PCA of Descriptors

Description of the panelists

By panelist & by product

Please, select your products from the list:

Jus D, Jus C, Jus B, Jus A

Please, select your descriptors from the list:

12 selected

Please, select your panelists from the list:

Bertrand 5, Bertrand 3, Bertrand 2, Bertrand 1 (select all)

Test de profil n°2 - Comparaison de jus d'orange ré (select all)

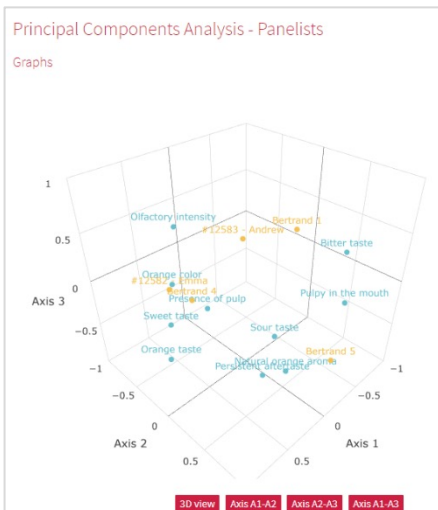
Bertrand 5       Bertrand 2

Bertrand 3       Bertrand 1

Test de profil n°1 - Comparaison de jus d'orange (select all)

Bertrand 5       Bertrand 2

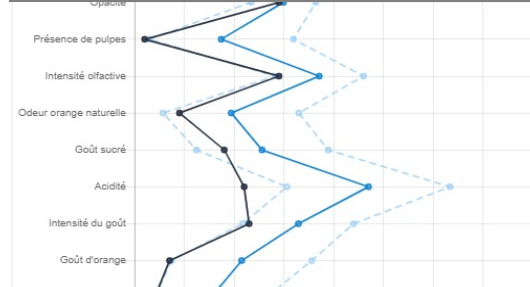
Bertrand 3       Bertrand 1



Reproducibility index by panelist and descriptor

	ouleur rangée	Opacité	Présence de pulpes	Intensité olfactive	Odeur orange naturelle	Goût sucré	Acidité	Intensité du goût	Goût d'orange	Pulpeux en bouche
Bertrand 5										
Bertrand 3	.45	0.39	0.56	0.15	0.49	0.31	0.73	0.23	0.52	0.72
Bertrand 2	.38	0.37	0.84	0.24	0.43	0.44	0.67	0.24	0.48	0.69
Bertrand 1	.39	0.38	0.57	0.2	0.53	0.34	0.47	0.23	0.43	0.69
Bertrand 5	.43	0.4	0.63	0.13	0.46	0.34	0.54	0.36	0.46	0.67
Panel mean	.41	0.39	0.60	0.18	0.48	0.36	0.60	0.27	0.47	0.69

As for the products, the results are gathered in the form of analysis reports with graphs, tables of figures to estimate the performances and the monitoring of the panelists.



Discrimination index by panelist and descriptor

	ouleur rangée	Opacité	Présence de pulpes	Intensité olfactive	Odeur orange naturelle	Goût sucré	Acidité	Intensité du goût	Goût d'orange	Pulpeux en bouche
Bertrand 5										
Bertrand 3	.33	0.35	0.2	0.22	0.24	0.4	0.89	0.39	0.29	0.34
Bertrand 2	.25	0.32	0.33	0.5	0.17	0.33	0.49	0.17	0.29	0.4
Bertrand 1	.21	0.3	0.25	0.27	0.42	0.28	0.59	0.3	0.3	0.31
Bertrand 5	.28	0.44	0.28	0.18	0.19	0.42	0.74	0.58	0.38	0.38
Panel mean	.27	0.35	0.27	0.24	0.26	0.36	0.68	0.26	0.32	0.35

TAS  
TEL  
web

The sensory solution

TAS  
TEL  
web

bertrand.thuillier@wanadoo.fr

.....

Forgot your password?  Remember me?

Log in

Not still registered?

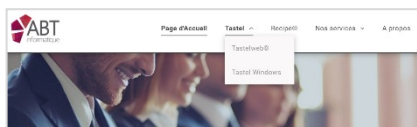
Register

Note: The reproduced screens are not the subject of a contractual nature, and can be freely modified by the editor.

Sensory tests :  
. Details

TAS  
TEL  
web

Appendix



contact@abt-sensory-analysis.com  
www.abt-sensory-analysis.com

January 5<sup>th</sup> 2023

22

# TastelWeb®: Description – Available Operations



***Become THE referent software in sensory analysis  
for the Food industries, cosmetics and retail outlets***

Main contacts: R&D and Quality departments, winemakers, brewers, agronomists, buyers. AOP/DOC/DOCG (tastings for certifications), product competitions ...

## ***Creation of questionnaires - Data entry - Generation of reports on products and on panelists***

### **Profiles (QDA) – Results**

- ♦ PCA (normalized & non normalized) 2D-3D - interpreted
- ♦ AHC (Classification), groups assignment
- ♦ Spider graphs, profile, histogram
- ♦ Product comparison
  - ♦ appropriate test automatically applied
  - ♦ normality, non parametric stats (Willcoxon, Friedman)
  - ♦ Anova, means comparison (Least Signif. Diff., Duncan, Newman&Keuls)
- ♦ Sorting of comments, individual notes
- ♦ Addition of identification factors (site, process, ingredient...)
- ♦ Links sensory description (profiles) with instrumental data
- ♦ Quality control / batch selection : suitability properties with target profiles - suitability of products assessed on objective characteristics.
- ♦ Aggregation and comparison of sessions
- ♦ Panel management and follow up:
  - ♦ individual charts and descriptions versus panel
  - ♦ deviation follow up (negative, positive, relative, absolute.....)
  - ♦ performances and quality: discrimination, reproducibility....
  - ♦ panel consensus : general coefficient, PCA on panelists ...

### **Triangle tests – Results**

- ♦ Alpha & Beta risks
- ♦ Comments

### **Pivot® Profile - Results**

- ♦ Free entry of the qualifiers of difference : less..., more....
- ♦ Qualifiers counting
- ♦ Groupings by frequencies or synonyms
- ♦ Product representations
  - ♦ Histograms, CFA products, panelists
- ♦ Product comparison
  - ♦ Significance tests

***Tastelweb® Exclusivity***

### **Napping® Profile (or Map Profile)**

- ♦ Data entry on free grid or imposed grid
  - ♦ on maturation stages (wines), on bi-dimensionality
- ♦ Comparison of products and distance calculation
- ♦ Sorting and analysis of comments

# Tastelweb<sup>©</sup> : Description – Available Operations

## Consumer Tests

- ♦ Data entry on different questions : scales, multiple choice, cross tables, opened questions,...
- ♦ Ticking of proposals (CATA) : neutral, positives, negatives
- ♦ Analysis of product preferences, frequency counting, sortings
- ♦ Calculations of significant differences by product
- ♦ Text analysis (complete free expression)
- ♦ Word frequency counting
- ♦ Spider graphs, profiles, histograms
- ♦ Products comparison
- ♦ PCA (normalized & non-normalized) 2D-3D, Classification (HAC...)

## Qualitative Profile

- ♦ Data entry on qualitative scales
  - ♦ qualified intensities, qualified defects, wheel of aromas...
- ♦ Analysis of frequencies and graphs
- ♦ Assignment of summary results

## Tastelweb<sup>©</sup> : an adaptable Solution by Domain :

- . Sensory Evaluation
- . Quality / compliance controls
- . Consumer testing





# Tastelweb<sup>®</sup> : Description – New functions 2023 - 2024

## Rankings

- ♦ Data entry on ranks
- ♦ Rankings statistics and representations

## Expert profile

- ♦ Entry by product on different questions
- ♦ Calculations of significance differences by product
- ♦ Spider graphs, profile, histogram
- ♦ Analysis of frequencies and graphic representations
- ♦ Text analysis (complete free expression)
- ♦ Multidimensional analyzes : PCA, HAC, ....

## Test 2 out of 5

- ♦ Checkmarks of the 2 different samples
- ♦ Input of comments (and difference, preference)
- ♦ Results of difference / similarity

## Certifications AOP-IGP

- ♦ Data entry on qualified scales (defects none, low, medium...)
- ♦ Analysis of frequencies and graphs
- ♦ Reports on product conformity

## Flash Profiling

- ♦ Free entry of discrimination axis or descriptors
- ♦ Ranking data entry for each product on these axes
- ♦ Graphic representations : PCA...

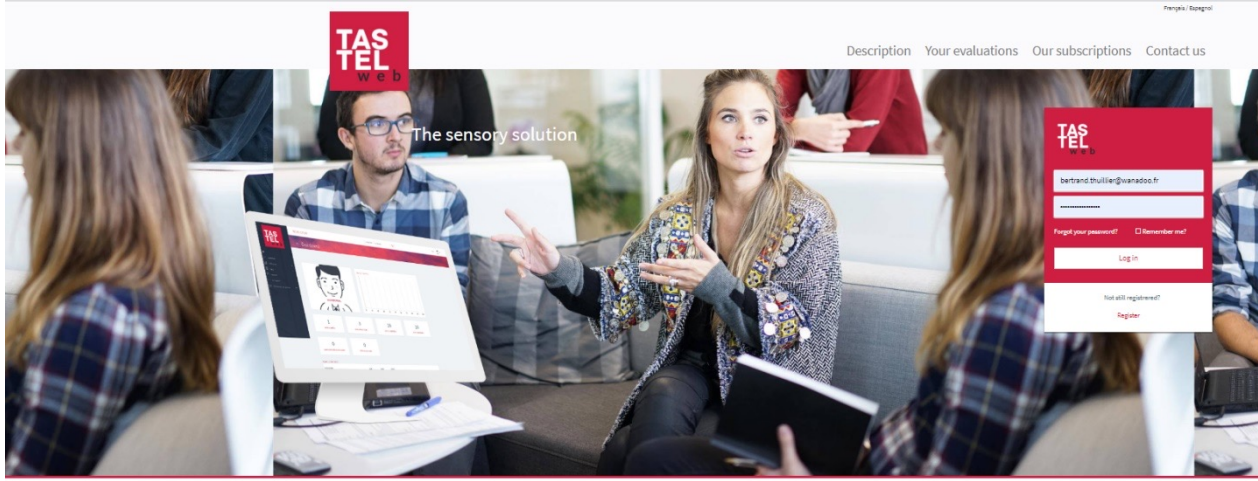
## Free Profiling (for classic tasting type / sommelier-type method)

- ♦ Free entry of texts, classic tasting type
- ♦ Word frequency counting
- ♦ Setting up synonym grids and textual analysis
- ♦ Frequency analysis and graphical representations
- ♦ Calculations of significant differences by product

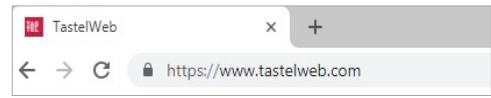
Tastelweb<sup>®</sup> : an adaptable Solution by Domain :

- . Sensory Evaluation
- . Quality / compliance controls
- . Consumer testing





You can contact us to ask for a free test in order to test the application



To go further, do not hesitate to log onto <https://www.abt-sensory-analysis.com/en-gb/tastel-web...>

