

Title:

**Qualification of Ultra-flash profiling as a method for gathering sensory attributes.
Comparison with conventional profiling.**

Authors & affiliations:

D.Schneppe^{1}, R. Möslein², A. Scharf³*
¹Friedrich Schiller University Jena, Germany; ²isi GmbH Göttingen, Germany;
³University of Applied Sciences, Nordhausen, Germany

Abstract: (Your abstract must use **Normal style** and must fit in this box. Your abstract should be no longer than 300 words. The box will 'expand' over 2 pages as you add text/diagrams into it.)

Classical quantitative descriptive analysis is the most common tool used in sensory science. Due to the fact that the conventional descriptive analysis is cost-intensive and time-consuming, there is a great interest in alternative and fast methods to develop a sensory profile. Such an approach is represented by the young Ultra-flash profiling (UFP).

This study aimed at comparing UFP with conventional profiling to evaluate the descriptive potential of UFP as recently developed method. For this study a combination of UFP and Napping® positioning was used. Napping® as a recent method allows direct product comparison on a large sheet of paper.

A product set of 10 apple juices from the German market was applied by a trained panel to carry out a quantitative descriptive analysis. A second group of trained panelists that never worked with the product apple juice was chosen to generate an Ultra-flash profile.

Data from individual Napping® procedure was treated by multiple factor analysis, which resulting factor map shows the product configuration coming from the coordinates of each apple juice. An improvement compared to previous UFP research was made by simultaneously considering the individual descriptions of the 10 juices in the Napping positioning®. With this it is possible to interpret the product differences and similarities.

Main finding is that UFP can be a time- and cost efficient approach when a general market overview is required and only “visual maps” are needed in order to structure available samples and let similarities and differences become obvious. Time-consuming panel training is avoided and within a one hour session an Ultra-flash profile is generated.

The good performance of UFP and the comparability of maps and descriptions make it a reliable method which can be recommended for obtaining a description if an accurate profile is not needed and a rough description is sufficient.