

# ASTM MANUAL ON CONSUMER SENSORY EVALUATION

E. E. Schaefer, *editor*

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**AMERICAN SOCIETY FOR  
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# ASTM MANUAL ON CONSUMER SENSORY EVALUATION

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## Foreword and Acknowledgments

The goal of this manual is to provide an informative guide on consumer sensory evaluation for management and technical administrators. This goal is explained further by illustrating to the technical person as well as to interested management the guidelines and considerations for testing products to determine (a) performance levels, (b) usage, and (c) consumerism issues such as claim substantiation and quality checks. Because this area has grown beyond food products, the manual is oriented towards evaluating all sensory inputs of sight, smell, taste, touch, and sound at the consumer level.

The information presented is an extension of earlier publications sponsored by ASTM Committee E18 on Sensory Evaluation of Materials and Products, the latest edition being *Manual on Sensory Testing Methods, ASTM STP 434*.

The following ASTM members participated in this endeavor as part of their activities on Committee E18 and Task Group E18.03.04 on Consumer Sensory Evaluation: Don Brandt, John Elrod, Norm Girardot, Kurt Konigsbacher, Alex Merolli, David Peryam, Herb Stone, and Emer Schaefer, Chairman, Task Group E18.03.04. These people submitted time and materials to this project. Other members of Committee E18 have supported it, including R. C. Hootman, Chairman of Subcommittee E18.03 on Preparation of Recommended Practices. It is recognized that some people may have been overlooked as this project has taken over ten years to complete. We acknowledge their contributions with appreciation.

## Related ASTM Publications

Manual on Sensory Testing Methods, STP 434 (1968), 04-434000-36

Correlation of Subjective-Objective Methods in the Study of Odors and Taste, STP 440 (1968), 04-440000-36

Basic Principles of Sensory Evaluation, STP 433 (1968), 04-433000-36

Compilation of Odor and Taste Threshold Values Data, DS 48 A (1978),  
05-048010-36

## A Note of Appreciation to Reviewers

This publication is made possible by the authors and, also, the unheralded efforts of the reviewers. This body of technical experts whose dedication, sacrifice of time and effort, and collective wisdom in reviewing the papers must be acknowledged. The quality level of ASTM publications is a direct function of their respected opinions. On behalf of ASTM we acknowledge their contribution with appreciation.

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