

# We make it work. We get it done.



## Our Mission:

Provide experienced and dedicated sensory and analytical problem-solving services to industry.

**11,000**

Local  
Consumers in  
Database

**11**

Regional Data-  
bases w/ 900+  
consumers

**3000+**

Products  
Tested  
Annually

**70+**

Industrial  
Partners  
Annually

**168**

Papers  
Published  
Since 2007



## Sensory Services

Experienced in traditional and cutting-edge sensory methods, our lab can handle anything from difference testing to conjoint analysis. Equipped with a full kitchen for central location testing and a Spectrum™ descriptive analysis panel, we're ready to take on any sensory challenge.



## Analytical Services

Our instrumental lab is equipped to handle all your volatile and non-volatile compound analysis needs. Correlate sensory results rapidly with instrumental data from gas chromatographs, liquid chromatographs, and a range of equipment for standard food proximate analyses.






## Pilot Plant Services

Our on-site pilot plant allows for seamless transition from prototype production to sensory and instrumental testing. Our diverse pilot-scale capabilities give you the flexibility to prototype and batch a wide range of products.

## Your data is your business.

When you contract with us, you have our full reassurance that your data is your own. Our research publications give you confidence that our work can stand up to peer review, but your results will not be shared with anyone except you.

**Sensory  
Service  
Center**

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## Partner with us

We're constantly learning and growing, and we don't shy away from challenges. Got a research idea? Work with our center to sponsor Masters and PhD level research projects and get first access to industry-shaping data.

**Kitchen Equipment:** convection and traditional ovens, electric griddles, clamshell grill, ice cream freezer, commercial refrigerators, Hobart meat slicer, Bunn restaurant grade coffee makers, soft serve ice cream machines, incubators for shelf life testing, deep fat fryers, 50 iPads for consumer data collection



**Sensory Capabilities:** central location testing (cooked foods, refrigerated and frozen products, alcohol, non-food products including nicotine products), home usage testing, kids' testing (ages 4-17), on- and off-site sensory training workshops, descriptive analysis, difference testing, temporal analysis (time intensity, temporal dominance of sensation, temporal check-all-that-apply)



**Consumer Insights Capabilities:** preference mapping, focus groups, QMA, projective mapping, consumer clustering and segmentation, conjoint analysis, Kano, TURF, MaxDiff, landscape segmentation analysis, behavior and lifestyle surveys, emotions testing



**Analytical Capabilities:** GCMS (w/ triple quadrupole MS/MS + sulfur detector), GCO, SBSE with TDU, ICP-OES, SAFE, HPLC and UPLC (w/ FLR/PDA/ELS/MS detectors), QTOF, extraction and quantification of organic acids, norbixin, sugar alcohols, furosine, LAL, carotenoids, water- and fat-soluble vitamins, and phospholipids

**Pilot Plant:** MicroThermics (with HTST/UP indirect and direct steam injection capabilities), clean fill hood, membrane filtration systems, spray dryer

Need something else? We can work with you to make it happen.