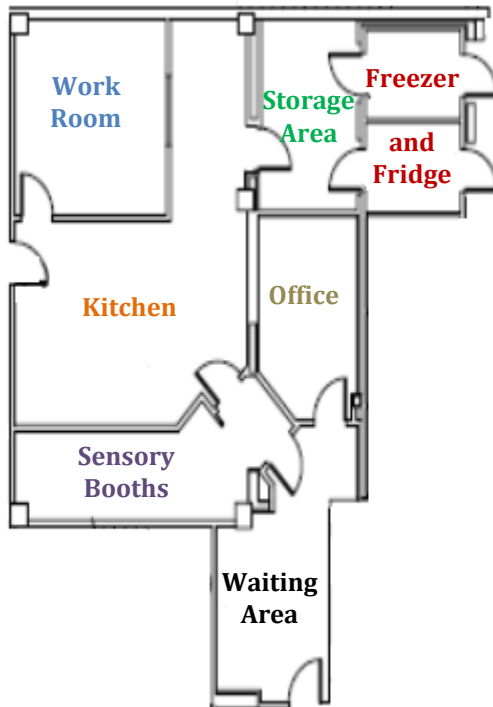


The BYU Sensory Lab is always welcoming new clients to take advantage of our facilities and experience.



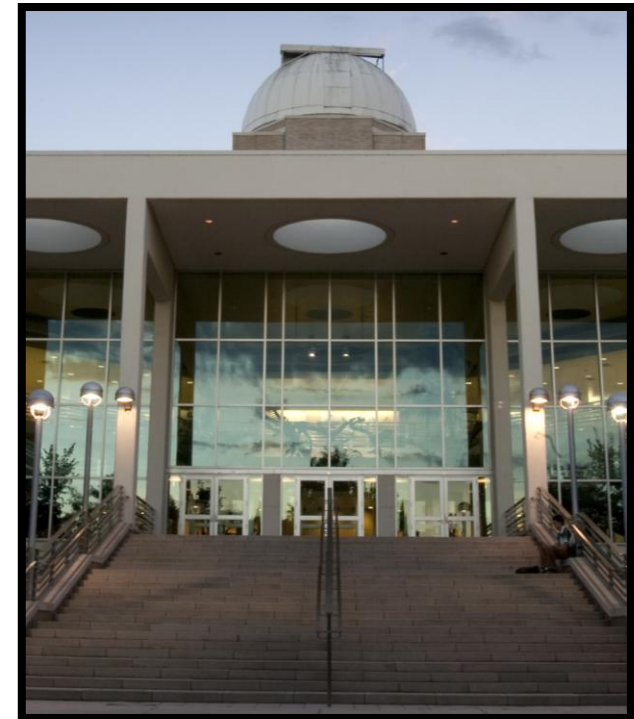
**BYU**  
BRIGHAM YOUNG  
UNIVERSITY

For more information, contact:

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BYU Sensory Laboratory  
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# Brigham Young University

# Sensory Laboratory



Eyring Science Center

Department of Nutrition,  
Dietetics, and Food Science

## Experience

- Established in 1986 by Dr. Lynn Ogden, BYU Emeritus Professor
- Lab is run by Dr. Michelle Lloyd and trained employees
- We conduct approximately 100 panels each year



## Purpose

- We are dedicated to providing clients with the flexibility, demographics, and accurate results they desire
- Once requested, a panel can usually be conducted within two weeks



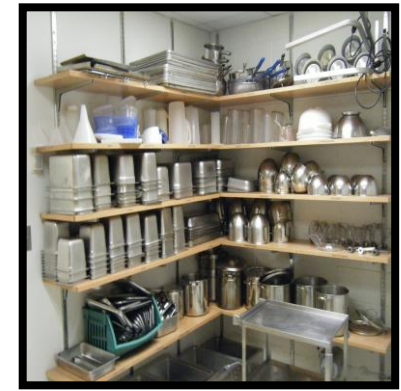
## Testing

- The Sensory Lab is capable of conducting a variety of tests on a wide range of food and other consumer products:
  - Consumer Acceptance (Central Location or Home Use)
    - Rating (Hedonic)
    - Attribute Ideality (JAR)
    - Ranking
  - Difference Testing
    - Triangle
    - Duo-Trio
    - Paired Comparison
  - Focus Groups



## Results

- Online recruiting provides pre-screened panelists that fit demographic requirements
- Compusense® collects and analyzes data so the initial results are available immediately after the panel, with professional reports to follow
- Additional analysis is available upon request



## Facilities

- Seven panelist booths
- Walk-in refrigerator and freezer
- Standard food preparation equipment and utensils, including:
  - Gas range, convection and conventional ovens
  - Electric range/ ovens
  - Grill
  - Deep-fat fryer
  - Kitchen-Aid® and Hobart® mixers
  - Steam tables and pans
  - Heat lamps

