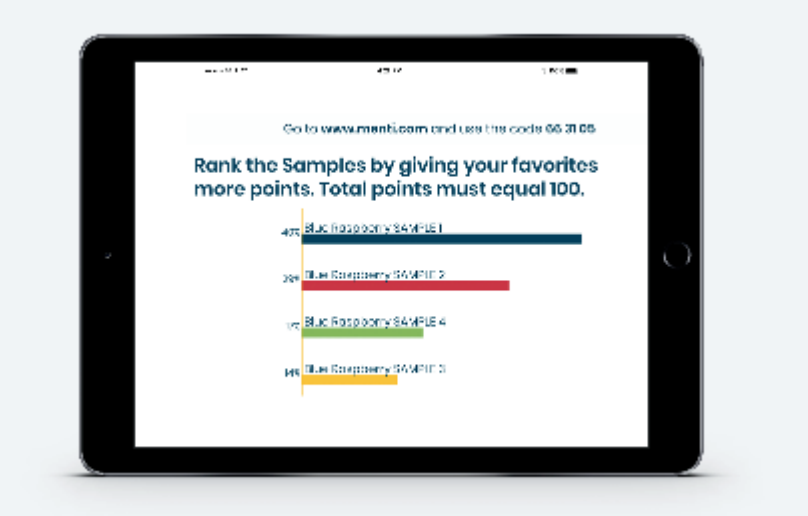
# THE SENSAPURE TASTING APP

## Cloud-based, real-time, taste panels anywhere



### Here or there? Yes.

In today's world of global distribution and influencers and decision makers living and working across continents, the power of a cloud-based, mobile taste testing application becomes obvious. With a little prep, we can have product and flavor samples sent to your team around the world **and conduct a Global Tasting Webinar** where everyone's input is captured and analyzed in real time.

### Why is it better?

"Group Think" and "If The Boss Likes It," have never been the best ways to taste, edit or approve flavors in finished goods. Taste is such a subjective experience that involving **more taste buds** is always a good idea. More data, from more sources, with specific actionable feedback will **get your product from development to approval to your customers** – in fewer step; saving you time and money.

## Better feedback = better flavors

### What is it?

The Sensapure Tasting App allows us to gather specific, measurable feedback from any sized group, anywhere in the world, to better understand how flavor is experienced by each participant. With solid data in hand, our flavor chemists **can better translate your individual and group tasting experiences** into more accurate flavor edits – and faster flavor approvals.

### How does it work?

We have built the Sensapure Tasting App on a cloud platform that allows real-time, on site or remote, taste testing on any device. The Tasting App will walk you and your team through the specific taste testing experience you are working on. Triangle Tests (matching), Flavor Attribute and Hedonic (preference) Tests **are custom-built for your project to gather feedback from small groups to large tasting panels.** The results are available to review instantly with your team and our chemists to make any needed changes right away.

**We can tap into the power of the Sensapure Tasting App for any project: in our Sensory Lab, your offices, or in multiple locations around the world. Just let us know you're ready to tap into better feedback from more sources, and we will set you up on the Sensapure Tasting App today.**

1945 Fremont Dr, Salt Lake City, UT 84104 | Office +1 801.456.4284 | sensapure.com

# SAMPLING OF FLAVOR KEYS

**Hundreds of unique flavors available in NAT, N&A and ORGANIC**

## Apple
Apple Pie
Golden Delicious
Granny Smith
Red Delicious

## Alcohol Inspired
Brandy
Irish Cream
Rum
Rum & Coffee
Tequila
Whiskey

## Baked Goods
Butter
Cake Batter
Cake Crust
Churro
Condensed Milk
Cookie Dough
Cookies + Cream
Danish Streusel
Doughnut
German Chocolate Cake
Graham Cracker
Malt
Milk Crumbs
Strawberry Shortcake

## Berry
Blueberry
Blackberry
Raspberry
Black Currant
Elderberry

## Blue Raspberry
Blue Raspberry
Blue Raz Popsicle

## Candy
Bubble Gum
Cherry Bubble Gum
Cherry Popsicle
Cotton Candy
Grape Bubble Gum
Marshmallow
Orange Creamsicle
Orange Slice
Peach Rings
Red Fish
Rocket Popsicle
Sour Gummy Worm
Starfruit Candy

## Cherry
Black
Fresh
Maraschino

## Chocolate
Brownie
Dark
Fudge
Hot Chocolate
Milk
Rich Chocolate

## Citrus
Blood Orange
Clementine
Grapefruit
Lemon
Lime
Orange
Tangerine

## Fruit Punch
Candy
Cherry
Citrus Bubble Gum
Tropical Punch
Tutti Fruity

## Grape
Concord
Tart
White Grape

## Melon
Cantelope
Golden Honeydew
Honeydew
Watermelon

## Nut (allergen free)
Almond
Almond Cream
Cashew
Hazelnut
Roasted Almond
Walnut

## Other Fruits
Acai
Apricot
Banana
Nectarine
Passion Fruit
Plum
Pomegranate

## Strawberry
Creamy
Fresh
Jammy
Ripe
Tart

## Sodas
Cola
Cream Soda
Ginger Ale
Lemon Lime
Orange
Rootbeer

## Tropical
Dragon Fruit
Guanabana
Guava
Kiwi
Mango
Passion fruit
Peach
Pineapple
Starfruit

## Vanilla
Creamy
Custard
Extract
French
Ice Cream
Vanilla Bean

## Other
Butter Pecan
Buttered Popcorn
Caramel
Cinnamon
Coconut
Cream
Ginger
Hibiscus
Honey
Pumpkin Spice
Rice
Tea
Toffee
Yogurt

## New & Noteworthy
Black Pepper
Chamomile
Jostaberry
Lavender
Limequat
Pineberry
Pluot
Tangor

## Flavor Enhancers
Bitter Blockers
Fresh Flavor
Sweetness Enhancers

**For Remote Sensory Lab Testing, try the Sensapure App: sensapure.com/app**

sensapure FLAVORS

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