

SENSORY ANALYSIS

A service provided by Lesaffre Baking Center™



LESAFFRE

THE LANGUAGE OF BREAD: A RELEVANT TOOL TO INNOVATE & COMMUNICATE.

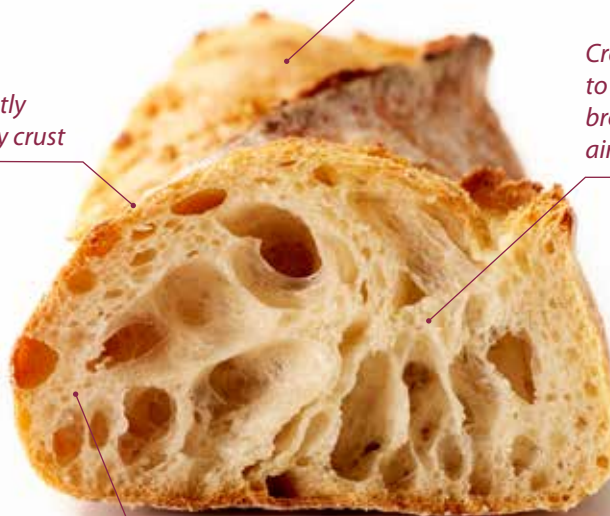
The aroma, flavour and texture of a food are key quality criteria for the consumer.

Pioneer in demystifying the language of bread, Lesaffre's Baking Center™ facility offers its sensory expertise to accompagny its clients in their development projects.

*Slightly
crispy crust*

A well-formed baguette

*Cream-coloured
to light beige crumb,
broad, irregular
air-holes*



*Initial 'fermented' note. Cereal smell.
Ripe wheat aroma, sour taste, sweet perception.
Caramel note in the crust.*

A language guide, terminology and protocols adapted to all types of bakery goods to ensure we are speaking the same language!

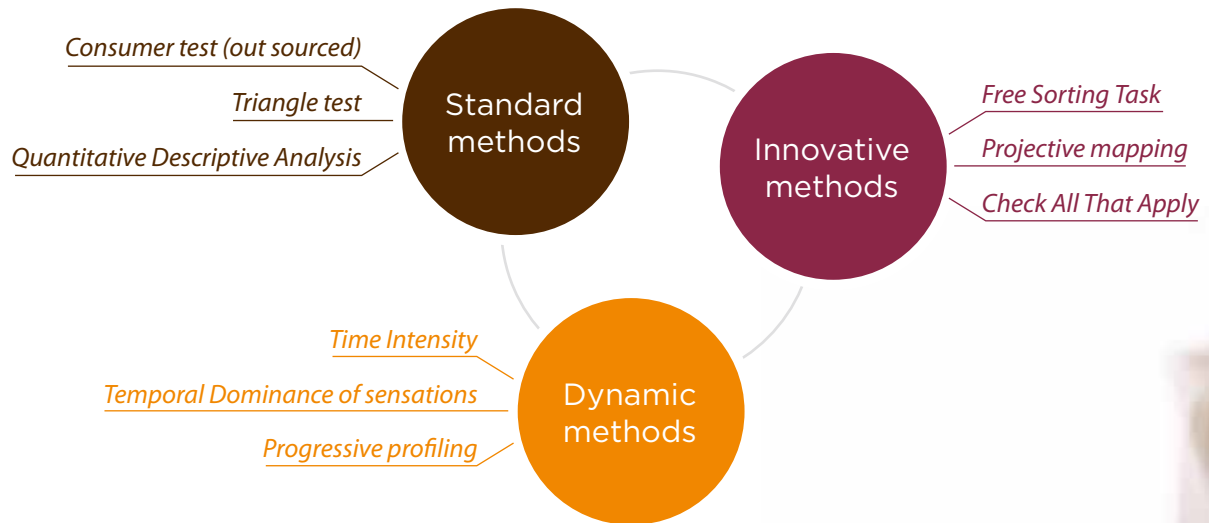


A WIDE OFFER

➡ Sensory studies to answer all your requests !

- **Selecting** the best methodology to give you the fastest & most relevant answer
- **Carrying** out expert panel analysis
- **Data processing** & tailor-made reporting

Know-how that relies on a strong experience of classic and dynamic sensory methods



Network belonging to the French Sensory Analysis Society, projects in collaboration with research and education bodies, such as INRA (French National Institute for Agronomic Research), ISA (French Institute of Agriculture) and AgroSup faculty in Dijon...

➡ Assist your team

- Training on our **specific sensory vocabulary**
- Assistance to the creation of your own sensory lexicon
- Full training of an in-house panel on bakery products



WHAT ARE OUR RESOURCES ?

➡ Our panels

- 3 expert panels in the tasting of bakery products = **70 people**
- **2 panel leaders** fully dedicated to the training of these panels & carrying out sensory studies

➡ Our facilities

- **A standardized sensory lab** (NF EN ISO 8589)
- **8 tasting cubicles**, sensory software (Fizz and XLstat)
- **A range of sensory methods adapted** to any sensory request (classic and dynamic methods, mapping, ...)
- Around **400 tests carried out each year**

➡ Type of products tested?

- **All type of bakery products** (bread, pizza, brioche, croissants, buns ...)
- Regarding the other Lesaffre businesses, some of our subsidiaries have their own sensory tool (beer, yeast extract, ...)



A network of 38 technical centers distributed over 5 continents,

- 45 nationalities, 60 languages spoken
- Nearly 200 technicians bakers, researchers and engineers working for the wheat-flour-bread industry
- 15,000 working days in nearly 180 countries
- 365 days a year, 7 days a week