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## The recent developments in sensory evaluation of food products

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The field of sensory science has grown exponentially since it was found. Sensory analysis (sensory evaluation) is a scientific discipline that applies principles of experimental design and statistical analysis to the use of human senses for the purposes of evaluating consumer products. In this scientific method, Food products measured, analysed and interpreted responses through sight, smell, touch, taste and hearing. In an ever-competitive marketplace, sensory evaluation methods are increasingly being used to help make vital decisions about food products from product improvement, quality control and new product development to recipe or production process change and competitor benchmarking. Food industry have used this technique to develop more precise knowledge about consumer attitudes and perceptions related to food products. As its importance is on increase, more researches have been done to further understand this technique. In this presentation, recent developments in sensory evaluation of food products are discussed. Sensory evaluation of food is a growing science, which is of particular interest for typical products such as those having a Protected Designation of Origin (PDO). The fields of application are quite diversified, and include basic and specific characterization of the various typologies within the PDO areas, research of market sector preferences, quality control, instrumental technique verification, and the protection of “typicity” against imitations. This manuscript will concentrate mainly on two products: (a) virgin olive oil and (b) turrón. Virgin olive oil will be used as the model to imitate by other products in Spain, for example turrón. The International Olive Oil Council (IOOC) is the organism dedicated to look after the quality of virgin olive oil, which was the first food in Spain incorporating sensory criteria in its commercial classification. The IOOC provides readers with all information required to scientifically carry out sensory evaluation of olive oils. Jijona and Alicante turrón (semi-solid and solid products, respectively) are typical Spanish confectionery products made from toasted almonds, sugars and honey and manufactured in a traditional way. Up to date, turrón is commercially classified according to its almond content; however, this commercial classification does not ensure consumer with a high quality product. Now, the Regulating Council of the Specific Denominations Jijona and Alicante Turrón is working in the incorporation of sensory evaluation as the second quality criteria for its commercial classification, following the example of virgin olive oil.

### Biography

Graduated in food engineering at Kocatepe University. After successful graduation, did master at Reading University in the UK as a fully- sponsored student. Started academic career after master education at Munzur University in Tunceli, Turkey. Doing his phd at Inonu University as a sponsored student. Currently studied over sensory properties of foods, cheese technology and food security.

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