

# International Olive Oil Award - Zurich

## Differences in sensory methodology

Annette Bongartz – Zurich University of Applied Sciences (ZHAW)  
Food Sensory Science Group / [www.degu.ch](http://www.degu.ch) / [www.oliveoilaward.ch](http://www.oliveoilaward.ch)

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There are various methods of describing and assessing sensory impressions. The greatest difference between these methods is that a sensory assessment can have a subjective or objective character. A suitable method needs to be chosen depending on whether a statement of the popularity of a product and its qualities (acceptance or preference) is required, or whether an objective description and assessment of a product and its properties is the order of the day.

### Methods of recording subjective assessments

- Individual opinion
  - Statistically unconvincing
- Group opinion
  - normally involves mutual influence
  - Statistically unconvincing
- Consumer test
  - Opinion of a representative group of consumers (→ demographic factors taken into consideration)
  - $N > 60$  (at least!)
  - Statistically convincing

### Methods of recording objective assessments

- Difference tests
- Ranking tests
- Profiling
  - Consensus profiling
  - Conventional profiling

## **Methods used in awarding of prizes**

- Group tests
  - 3-4 experts
  - Use of individual test sheets
  - Statistically unconvincing
  - e.g.: Feinschmecker, Premio BIOL, SOL, Ercole Olivario, DLG, ...
- Profiling (panel test)
  - Use of a sensory science panel
  - Use of the profile sheets of the EU / COI
  - Statistically convincing
  - e.g.: Leone d'Oro (Mastri Oleari), Mario Solinas Award, ...

## **Methods used at the International Olive Oil Award - Zurich**

- Screening (orientation tasting)
  - 3 experts (SOP testers)
  - Estimation of fruitiness and detection of potential defects
  - Statistically unconvincing
- Profiling (panel test)
  - Use of the Swiss Olive Oil Panels (SOP) – accredited in accordance with ISO 17025
  - Use of an enhanced and validated testing sheet based on the EU/COI profile sheets
  - Coded test samples
  - N = 8-10
  - Statistically convincing
- Consumer test
  - Survey of consumers at the Gourmesse Zürich
  - Use of 9-part hedonic scale to record popularity
  - N = at least 90
  - Statistically convincing

## **Chronology of the methods used at the IOOA:**

1. Orientation tasting (Screening)
2. Panel test 1
  - All the olive oils registered for the IOOA
3. Panel test 2 (concluding panel test)
  - Potentially prizeworthy olive oils from panel test 1 (ca. 40%)
4. Consumer test
  - All Olive oils from panel test 2