

SCS - Döhler Sensory and Consumer Science

Our building block for your success

Have you developed a new product and would like to know whether your target group will like it and which price or packaging is the best? Have you changed your recipe and want to make sure that the consumer won't taste any difference? No matter which sensory research question you have, our expertise and resources in the field of Sensory and Consumer Science help us find the right answers for you.

Döhler SCS offers trained **sensory experts**, a **global consumer panel network**, **sensory training** for your employees and **sensory training references** to teach the language of sensory experts.

As an integrated solution for sensory and consumer research consulting, Döhler SCS can find the answer to all your sensory research questions with perfectly tailored, scientifically validated test methods.

Strengths: What makes Döhler SCS the right choice for you?

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| ① Extensive expertise in sensory & consumer science for the food and beverage sector | ④ We speak the language of R&D and translate results into clear and understandable recommendations |
| ② Use of scientifically validated test methods | ⑤ Fast and reliable results at a fair price |
| ③ All methods are field-proven and used for Döhler internal research | ⑥ Tailor-made solutions for your research question |



Focus Portfolio

- **Trained sensory experts:** Describing the taste of food and beverages and finding sensory differences between products
- **Worldwide consumer panel:** Determining whether consumers from your target group like your products and concepts
- **Sensory training:** Sensory training for your employees at your premises or with a train-the-trainer concept at our headquarters in Darmstadt
- **Sensory training references:** Predefined sniffing stick kits for different product categories to learn the standardised language of sensory experts