

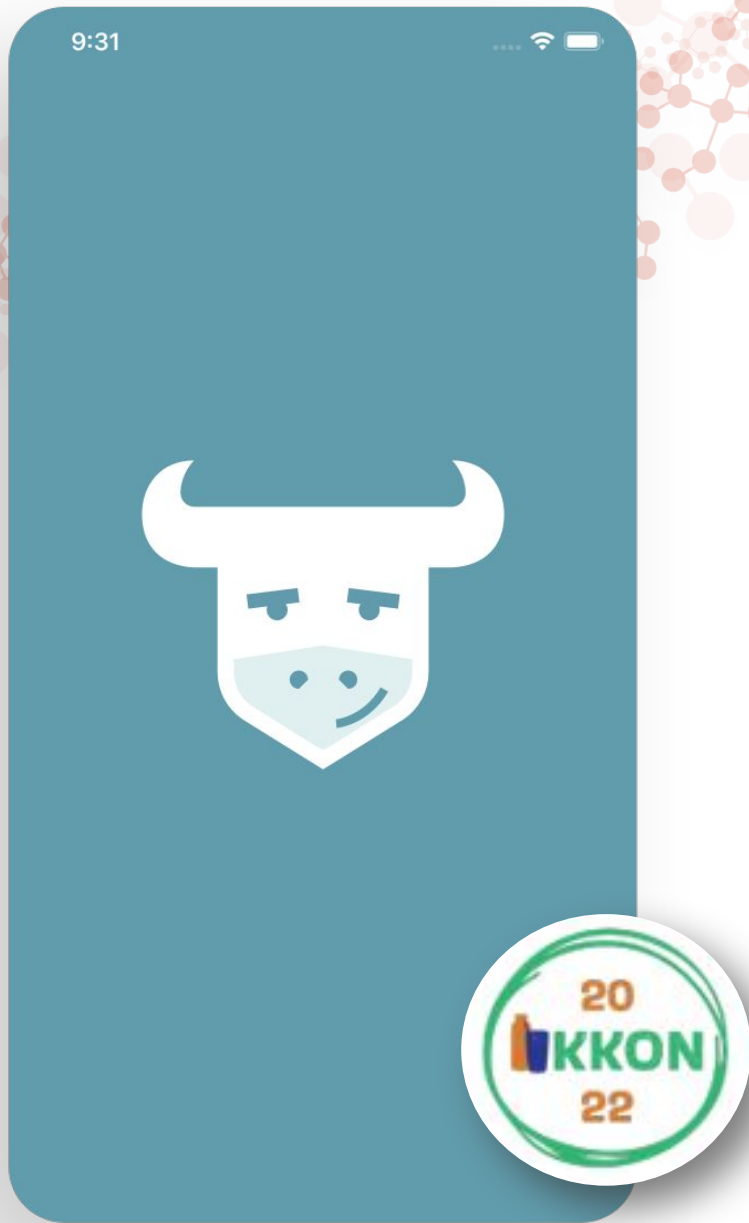
# Rapid Sensory Quality Control: Sensory Methods for Kombucha Brewers

*Lindsay Barr, DraughtLab Sensory Science*



# Join the Evaluation

Get **Sample Ox**,  
open the  
**Kombucha Kon**  
event





# What is Quality?

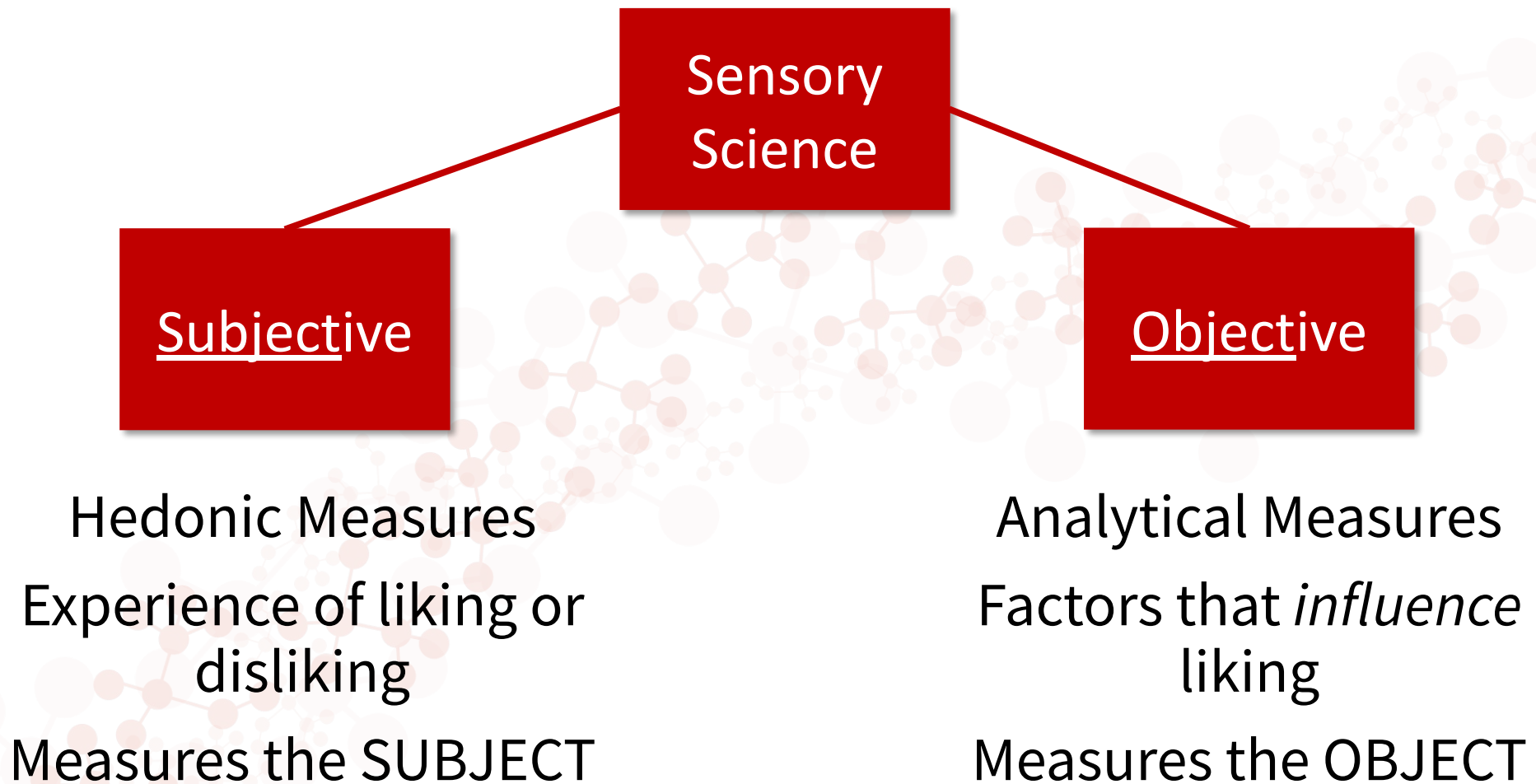


Subjective

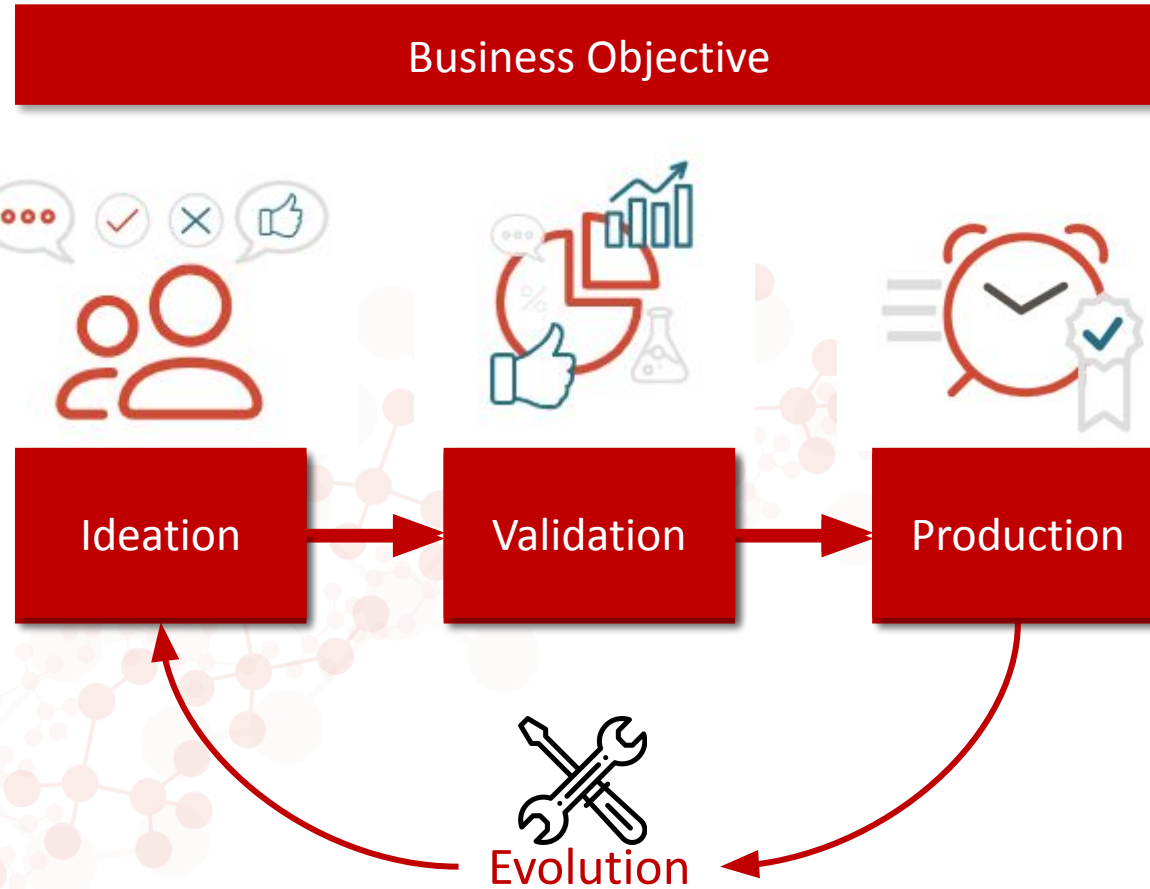


Objective

# Quality can be Measured

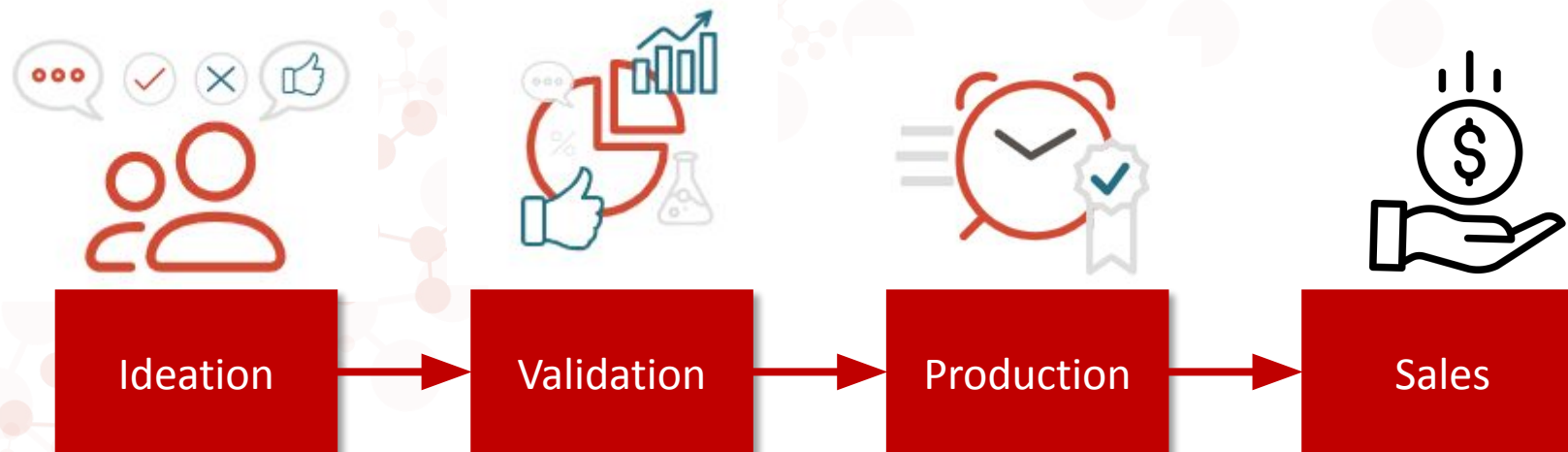


# Brand Lifecycle



# Applying Sensory Throughout

- Ideation: How do I know what to make?
- Validation: What parameters should I hit in production?
- Production: Am I making consistent products?
- Sales: How do I communicate the benefits of my products?





# It Starts (and Ends) Here!

## *Describing Our Products*



# Importance of Product Descriptions

- Basis to help you decide WHAT to make and HOW
  - What – What do we/my consumers like and why
  - How – What tea should I source? What production parameters should I hit?
- Gives you a goal and a measuring stick
  - Did we hit the target flavor for this product?



# Importance of a Common Lexicon



# KOMBUCHA FLAVOR MAP





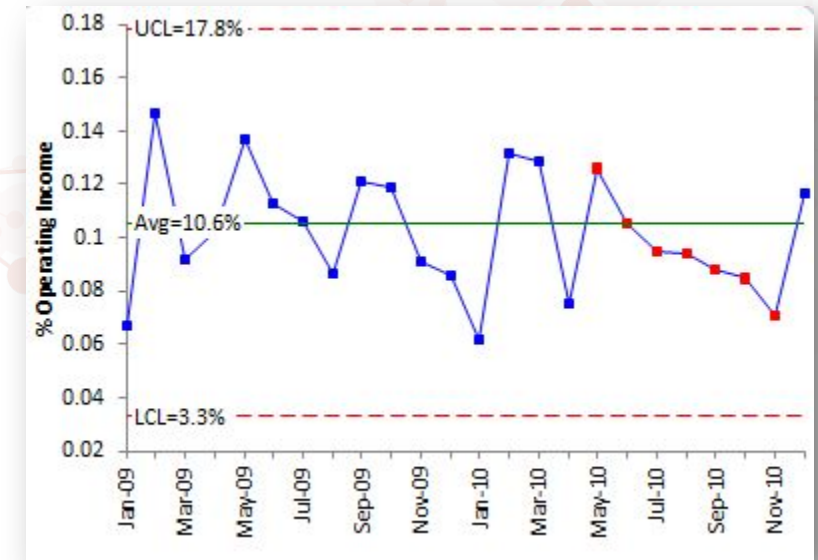
# Utilizing the Lexicon

## *Determining Target Descriptions*



# Defining Targets

- Like an analytical marker, a sensory description gives you a target to measure your samples against.
- In product development it can be used to determine when you have the right prototype.
- In quality control it can be used to determine when a sample falls outside of the acceptable limits.



“We know what we like”



# WHAT IS IT?

Measures  
Panelist liking


## HOW IS IT USED?

- Identify what samples are most liked

Hedonic Test

NEXT

DONE



**Ginger Kombucha**

Batch: 210831

Like Extremely

Like Very Much

Like Moderately

Like Slightly

Neither Like Nor Dislike

Dislike Slightly

Dislike Moderately

Dislike Very Much

Dislike Extremely



**SENSORY METHOD**

# HEDONIC TEST

 **DraughtLab**



# Hedonic Test Value

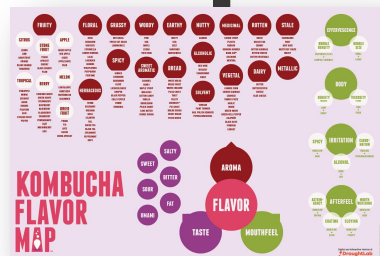
- Help determine flavor targets based on existing flavors
- Identify where your brands stand next to the competition
- Measure what your customers want
- Build buy-in from stakeholders
- **Caution: Internal hedonic tests should be taken as direction only**






Sensory METHOD

# Description Test



Description Test
NEXT
DONE




### Ginger Kombucha

Batch: 210831

Can
Ale
90Day

VISUAL

COLOR


LIGHT ORANGE

HAZE

CLEAR

PARTICULATE SIZE

UNRATED

FOAM COLOR

WHITE

LACING

MODERATE

FOAM QUANTITY

UNRATED

SHOW MORE

## WHAT IS IT?

Determines the flavor profile of a sample

## HOW IS IT USED?

- Describe flavor profile using *common lexicon*
- Aggregate results, find overlap, build target

# You're the Professional

You know your products better than anyone. YOU and your co-workers, customers, family, are all qualified to do this.





# Description Test Data Value

- Objective Target for QC
  - Basis to determine variability in QC
- R&D Guidance
  - Find flavors that are desirable to target in production
- Marketing Materials
  - Sales Sheets
  - Website
  - Menus



## WRITTEN DESCRIPTION

This flavor description is the current written baseline target from which all subsequent batches will be compared.

**VISUAL:** Dark yellow color with a moderate amount of white foam and light lacing.

**AROMA:** Vanilla and bubblegum, citrus, orange, apricot, followed by some peach, water cracker, and spicy notes.

**TASTE:** Lightly sweet, no bitterness, with a subtle sourness.

**MOUTHFEEL:** Light body and moderate carbonation.

# Goose Island Case Study



**Sofie**

Beer Flavor Map  
Brand Code: N/A

## WRITTEN DESCRIPTION

This flavor description is the current written baseline target from which all subsequent batches will be compared.

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Website

Sales Sell Sheets

Taproom Menus

STYLE:	BELGIAN STYLE FARMHOUSE ALE
ABV:	6.50%
IBU:	20
COLOR:	CHAMPAGNE
HOPS:	AMARILLO
MALTS:	2-ROW, PILSEN, WHEAT
FLAVOR:	LIGHTLY SWEET, NO BITTERNESS, WITH A SUBTLE SOURNESS.
NATIONWIDE	
BOTTLES:	4 PACK BOTTLE / 765 ML BOTTLE

## SOFIE

Sofie is wine barrel-aged with an abundance of hand-zested orange peel. Spicy white pepper notes contrast a vibrant citrus tartness, and her creamy vanilla finish is light and refreshing.

Originally brewed by Belgian farmers to attract the best farm hands, we were inspired to brew an exceptional saison as inviting as the original Belgian ales. Light and effervescent, we named it for our founder's granddaughter Sofie.

SOFIE   BARREL AGED SAISON W/ ORANGE ZEST	12oz   \$6 / \$8
6.5% ABV	
Belgian Style Farmhouse Ale aged in wine barrels with hand-zested orange peel. Spicy white pepper notes contrast the citrus tartness. Light, refreshing, with a creamy vanilla finish.	
2019 MADAME ROSE   WILD ALE	12oz   \$8 / \$12

# Using Descriptions in QC

- How closely does each batch adhere to the set target?
  - Panelists evaluate a representative sample of every batch against the set brand profile.
  - Each modality is evaluated separately and deemed either “true to target” or not “true to target”.

### AROMA TRUE TO TARGET

Based on the aroma description below, is this sample reasonably true to target?

**AROMA:** Toffee, vanilla and molasses with hints of toast. Some malty and nutty aromas.

True to target? ☐ YES ☒ NO

Comments (required if no):

Diacetyl

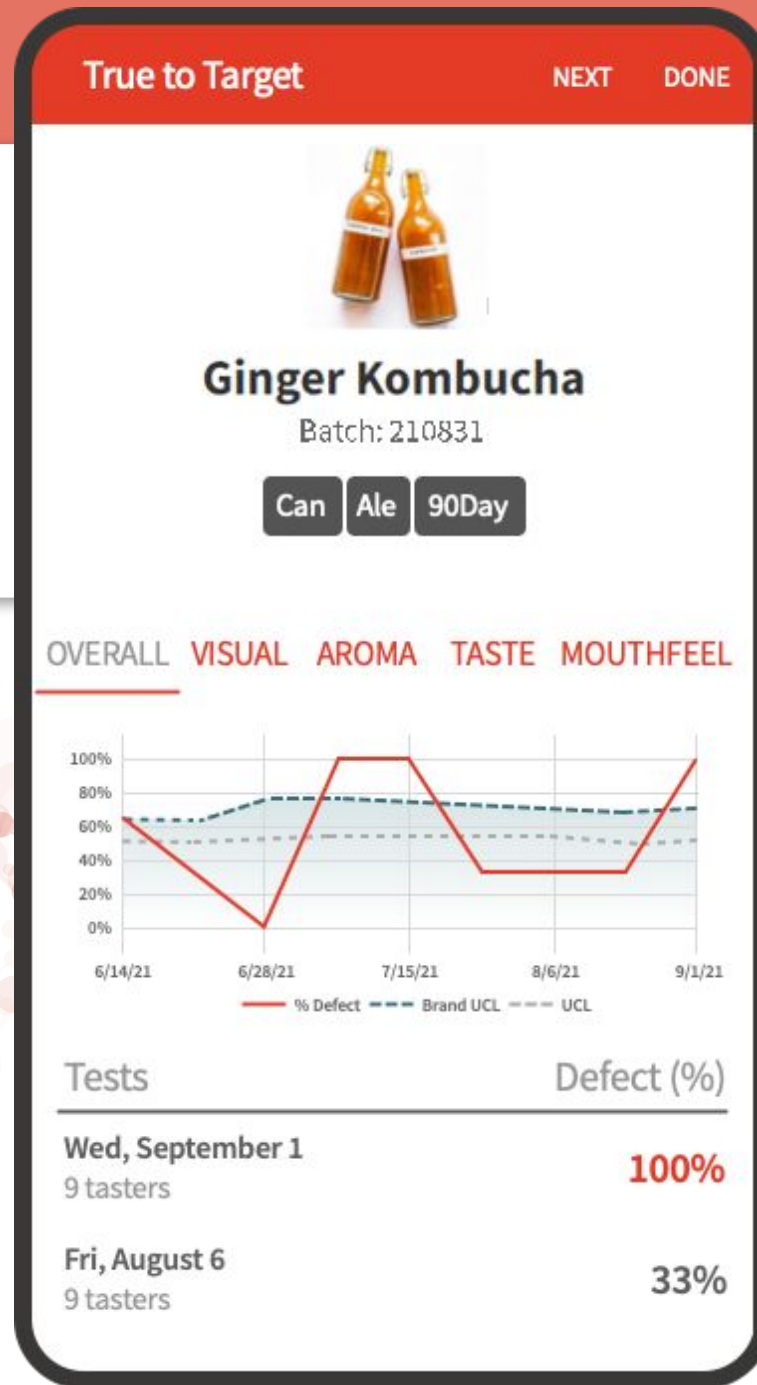


# WHAT IS IT?

Flag samples outside target flavor profiles

## HOW IS IT USED?

- Compare sample to the flavor target
- Analyze % “Not TTT” selections and comments



Sensory METHOD

True To  
TARGET  
 DraughtLab

# Case Study: Value of QC Checks



# Measuring Quality

- Ideation – Measure what you and your customers like to make production decisions
- Validation – Identify and define sensory attributes to target in production
- Production – Utilize TTT tests to verify consistency between batches
- Sales – Communicate flavor attributes using a standard lexicon

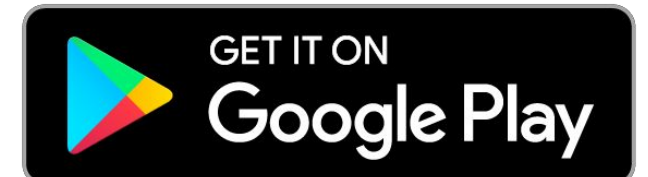
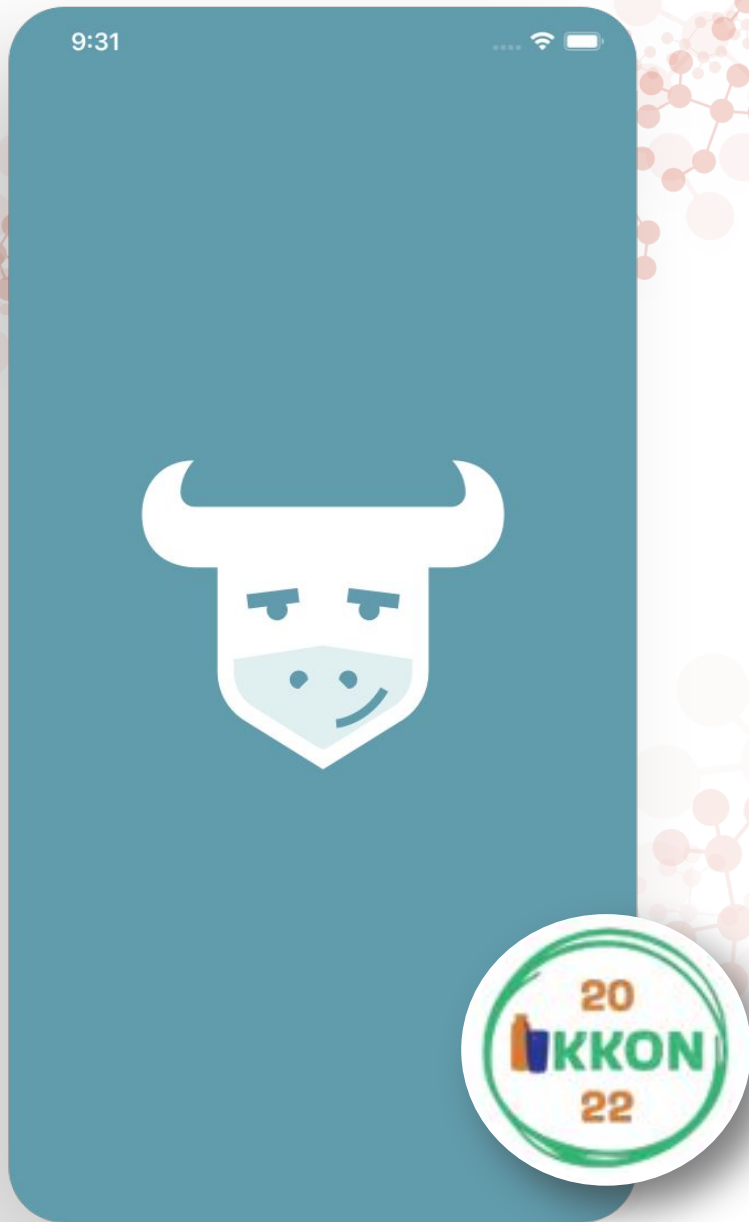
# Get Started

- YOU ARE QUALIFIED to taste and make decisions about your products. Engage your customers and even your family!
- Start with measuring what you and your customers like.
- Define what flavors drive liking and use this same language to communicate with your customers.
- Measure batch to batch consistency using these same definitions.



# Join the Evaluation

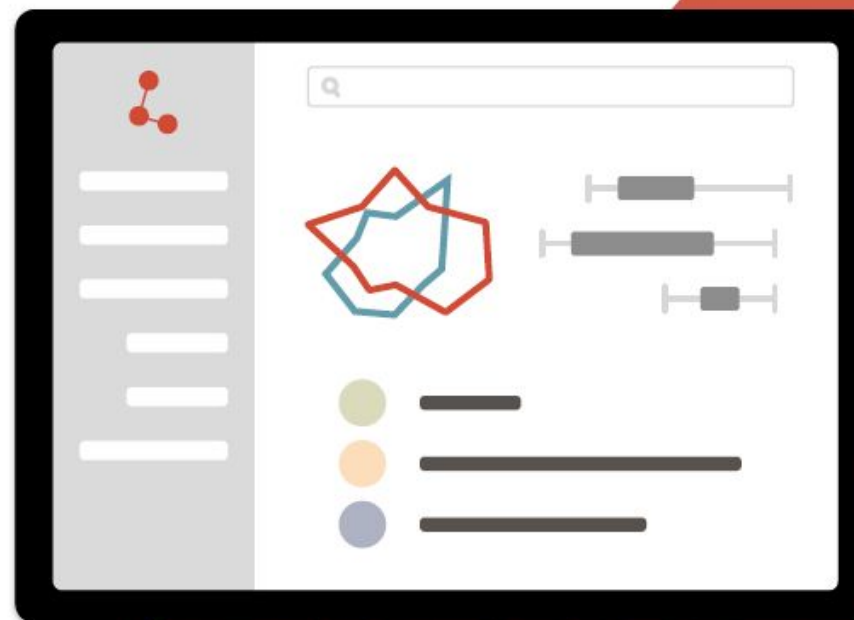
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# FREE 1 MONTH TASTE PANEL SOFTWARE

[www.draughtlab.com/offer21](http://www.draughtlab.com/offer21)



A decorative graphic on the left side of the slide, featuring a grid of small baskets filled with various berries (raspberries, blueberries, blackberries, and orange-colored berries). The grid is partially obscured by a diagonal cut, revealing a solid red background underneath. The entire slide has a red background with a faint molecular structure pattern on the right side.

# Thank you!

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*Lindsay@draughtlab.com*

