



The Institute for Sensory Research

Meaningful Research. Actionable Solutions



Wherever you are in the product development cycle, ISR has the sensory research solutions you need.

At the Institute for Sensory Research, we craft custom research to provide insightful understanding of what drives product preferences and decision making. We create actionable solutions that build the bridge between where you are and where you want to be.



In sensory research, experience matters. At ISR, we have been conducting full-service sensory research since 2000.

- Specializing in the personal, home-care, food & beverage industries
- Custom research solutions
- Trained sensory panelists
- ASTM-standard personal care booths (10)
- ASTM-standard food/beverage booths (12)
- Test kitchen, focus group & conference room research facilities



Defining the Sensory Space

Hybrid Descriptive Analysis
Preference Mapping /Category Appraisal
Flash Profiling
Time Intensity
Temporal Dominance of Sensation

Determining Product Differences

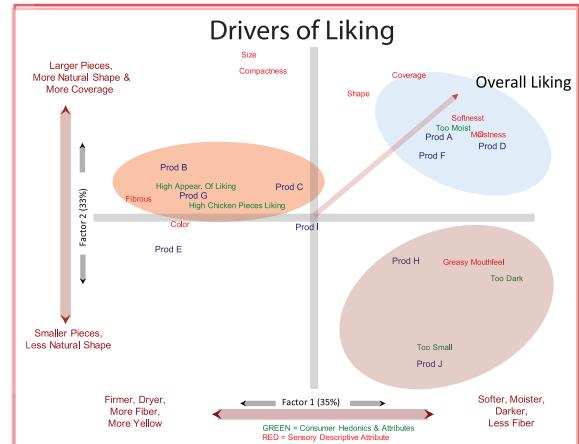
Discrimination Testing
Shelf-life Studies
Round-table Tasting / Product Screening

Customized Solutions

On-site screening and Training Hybrid methodologies for your specific research needs
Discrimination and Descriptive Panels screened and trained to your specifications

Our custom-designed studies provide deeper insights and broader discoveries.

Going beyond standardized testing, we listen to your needs to craft sensory guidance solutions based on your objectives, timelines and budget.



One of the industry's best trained sensory panels.

Our panel is not your everyday descriptive panel. With extensive panel screening & coaching (including protocol & lexicon instruction), our custom-trained panelists provide meaningful references and specific insights.



ISR is owned by J. Reckner Associates
Proudly adhering to the code of ethics set forth by CASRO, MRA and ASTM



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