



The Institute for Sensory Research

MEANINGFUL RESEARCH. ACTIONABLE SOLUTIONS.

We create actionable solutions that build the bridge between where you are and where you want to be.

ABOUT

Located just outside Manhattan. Providing custom sensory research for personal, home care, food & beverage industries since 2000.

- ASTM-standard personal care booths and food/beverage booths
- Test kitchen, focus group and multi-purpose rooms

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

SENSORY PANEL

Custom-trained panelists provide meaningful references and specific insights

- Recruiting and screening panels
- Training expert panels for descriptive studies
- Discrimination panels
- Providing detailed reports, analysis and guidance
- Panel performance monitoring

RESEARCH METHODOLOGIES

Custom-designed studies provide deeper insights and broader discoveries.

- Hybrid Descriptive Analysis
- Discrimination Testing
- Preference Mapping/Category Appraisal
- Shelf-life Studies
- Product Screening
- Round-table Tasting
- Flash Profiling
- Time Intensity
- Temporal Dominance of Sensation



We craft custom research to provide insightful understanding of what drives product preferences and decision making.

RESEARCH FACILITIES



Test Kitchen & Lab (45' x 15')

- Walk-in cooler, 3 refrigerators & Ice machine
- 40 cu. ft. commercial freezer space
- 9' commercial vent hood with fire suppression system
- 3 electric industrial ovens & 18 gas burners
- 10 microwave ovens
- 2 short cycle commercial dishwashers



Food/Beverage Booths (ASTM Standard — 12 booths)

- Customized lighting. Color masking available.
- Positive air pressure capabilities
- Compusense 5
- Breadboxes provide pass-through to Test Kitchen & Lab



Personal Care Booths (ASTM Standard — 10 booths)

- Sink with temperature, pressure & hardness-controlled water
- Small appliance outlets
- Compusense 5
- Air exchange = 5 turns/hr
- Customized lighting. Color masking available.
- Sliding mirrors provide pass-through to Product Preparation Area



Conference Room (seats 15)

- For client meetings & panel training
- Accessible to Test Kitchen & Lab
- ASTM lighting
- Color-masking available
- Positive air pressure capabilities



Multi-Purpose Room (26' x 36')

- Seats up to 30 classroom style or 50 theatre style
- Configurable to 12 individual interviewing booths
- Attached to Test Kitchen & Lab



Focus Group Suite (seats 15)

- Tiered client viewing
- Private lounge with CCTV
- Separate client entrance & restroom
- Internet access, Videostreaming, DVD recording



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