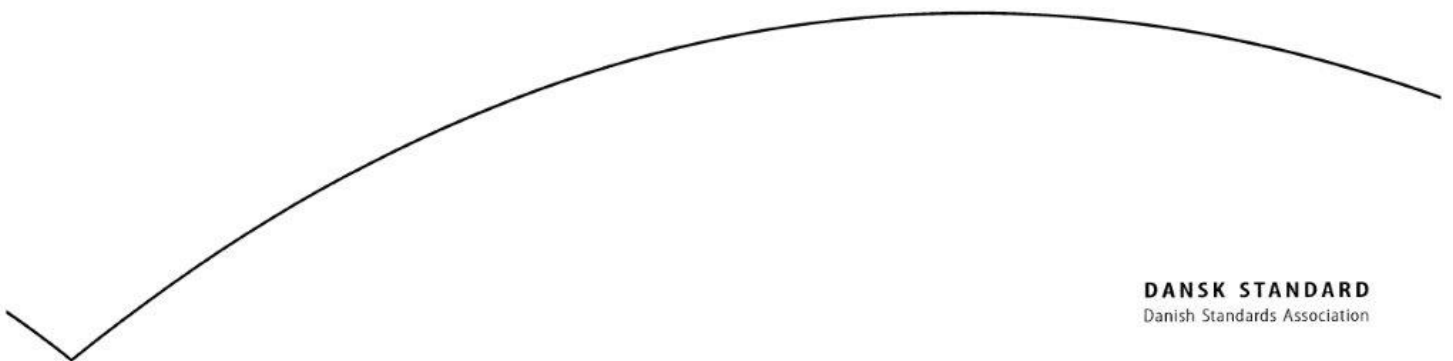


Sensorisk analyse – Metodologi – Generel vejledning i udførelse af hedoniske test foretaget med forbrugere inden for et kontrolleret område

Sensory analysis – Methodology – General guidance for conducting hedonic tests with consumers in a controlled area (ISO 11136:2014)



DANSK STANDARD
Danish Standards Association

Göteborg Plads 1
DK-2150 Nordhavn

Tel: +45 39 96 61 01

Fax: +45 39 96 61 02

dansk.standard@ds.dk

www.ds.dk

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EUROPÄISCHE NORM

May 2017

ICS 67.240

English Version

Sensory analysis - Methodology - General guidance for conducting hedonic tests with consumers in a controlled area (ISO 11136:2014)

Analyse sensorielle - Méthodologie - Lignes directrices générales pour la réalisation d'épreuves hédoniques effectuées avec des consommateurs dans un espace contrôlé (ISO 11136:2014)

Sensorische Analyse - Methodologie - Allgemeiner Leitfaden für die Durchführung hedonischer Prüfungen (Verbrauchertests) in einem festgelegten Bereich (ISO 11136:2014)

This European Standard was approved by CEN on 31 January 2017.

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European foreword

The text of ISO 11136:2014 has been prepared by Technical Committee ISO/TC 34 "Food products" of the International Organization for Standardization (ISO) and has been taken over as EN ISO 11136:2017.

This European Standard shall be given the status of a national standard, either by publication of an identical text or by endorsement, at the latest by November 2017, and conflicting national standards shall be withdrawn at the latest by November 2017.

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Sensory analysis — Methodology — General guidance for conducting hedonic tests with consumers in a controlled area

*Analyse sensorielle — Méthodologie — Lignes directrices générales
pour la réalisation d'épreuves hédoniques effectuées avec des
consommateurs dans un espace contrôlé*



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Case postale 56 • CH-1211 Geneva 20
Tel. + 41 22 749 01 11
Fax + 41 22 749 09 47
E-mail copyright@iso.org
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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

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Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation on the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the WTO principles in the Technical Barriers to Trade (TBT) see the following URL: [Foreword - Supplementary information](#)

The committee responsible for this document is ISO/TC 34, *Food products*, Subcommittee SC 12, *Sensory analysis*.

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Sensory analysis — Methodology — General guidance for conducting hedonic tests with consumers in a controlled area

1 Scope

This International Standard describes approaches for measuring, within a controlled area, the degree to which consumers like or relatively like products.

It uses tests based on collecting consumers' responses to questions, generally on paper or via a keyboard or a touch screen. Tests of a behavioural nature (such as recording quantities consumed ad libitum by the consumers) do not fall within the scope of this International Standard.

The hedonic tests dealt with in this International Standard, can be used as a contribution to the following:

- comparing a product with competitor products;
- optimizing a product so that it obtains a high hedonic rating or is liked by a large number of consumers;
- helping to define a range of products to correspond to a particular consumer target population;
- helping to define a best-before date;
- assessing the impact of a product formulation change on the pleasure given by the product;
- studying the impact of sensory characteristics of a product on degree to which it is liked, independently of the product's extrinsic characteristics, such as brand, price, or advertising;
- studying the effect of a commercial or presentation variable, such as packaging.

The methods are effective for determining

- whether or not, a perceptible preference exists (difference in degree of liking), or
- whether or not, no perceptible preference (paired similarity test) exists.

2 Normative references

The following documents, in whole or in part, are normatively referenced in this document and are indispensable for its application. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 4121, *Sensory analysis — Guidelines for the use of quantitative response scales*

ISO 5492, *Sensory analysis — Vocabulary*

ISO 5495, *Sensory analysis — Methodology — Paired comparison test*

ISO 8587, *Sensory analysis — Methodology — Ranking*

ISO 8589, *Sensory analysis — General guidance for the design of test rooms*

ISO 29842, *Sensory analysis — Methodology — Balanced incomplete block designs*

3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 5492 and the following apply.