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Alcoholic Beverages: Sensory Evaluation and Consumer Research (Woodhead Publishing Series in Food Science, Technology and Nutrition)

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Sensory evaluation methods are extensively used in the wine, beer and distilled spirits industries for product development and quality control, while consumer research methods also offer useful insights as the product is being developed. This book introduces sensory evaluation and consumer research methods and provides a detailed analysis of their applications to a variety of different alcoholic beverages.

Chapters in part one look at the principles of sensory evaluation and how these can be applied to alcoholic beverages, covering topics such as shelf life evaluation and gas chromatography - olfactometry. Part two concentrates on fermented beverages such as beer and wine, while distilled products including brandies, whiskies and many others are discussed in part three. Finally, part four examines how consumer research methods can be employed in product development in the alcoholic beverage industry.

With its distinguished editor and international team of contributors, Alcoholic beverages is an invaluable reference for those in the brewing, winemaking and distilling industries responsible for product development and quality control, as well as for consultants in sensory and consumer science and academic researchers in the field.

- Comprehensively analyses the application of sensory evaluation and consumer research methods in the alcoholic beverage industry
- Considers shelf life evaluation, product development and gas chromatography
- Chapters examine beer, wine, and distilled products, and the application of consumer research in their production

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