

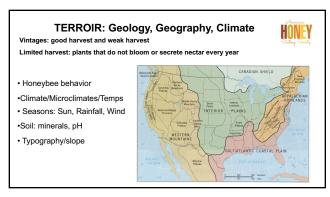
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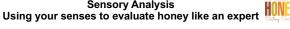


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Sensory Analysis



• A method to evaluate honey by color, aroma, taste, flavor and texture.

• To create a vocabulary to talk about

· Compliments pollen and chemical wor done in the lab.

· Confirms defects.

Tool for marketing



What is the Method of Sensory Analysis









Visual

22

Flavor Texture



Tasting Honey Side by Side Memorizing each characteristic

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Aroma of Honey HONEY Humans sense of smell is approximately 1,000x more sensitive than our sense of taste, and humans can detect 40,000 different odors. Scent memories influences our mood and are linked to an event, a person, place, thing or

SMELLS are Linked to Memories



Scent memories influences our mood (i.e. aromatherapy) and can transport us back to emotional memories including an event, a person, place, thing or even a moment in time that will carry our individual emotional reaction.





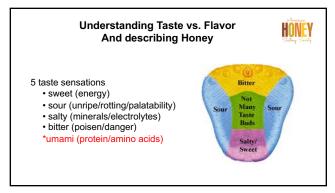


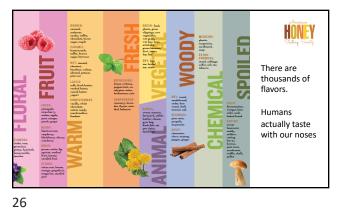
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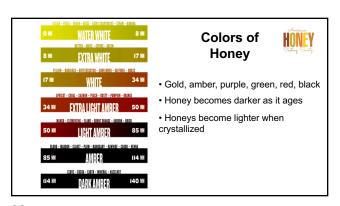
even a moment in time.

Cultural influences



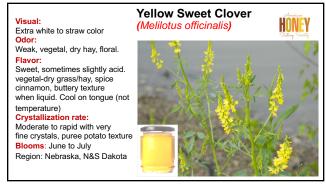






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