

# The Diageo Way of Tasting - A Standard Approach to Sensory Evaluation and the Development of Sensory Capability across the Diageo Beer Supply Network

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# Introduction

Diageo is committed to delivering Great Tasting Beers to all consumers in all markets. Sensory evaluation is the most critical quality parameter to control in order to achieve this goal. Different approaches to sensory evaluation have been in place across the Diageo Beer Supply organisation due to historical influences and the way the organisation has evolved. This poster outlines the approach Diageo has taken to standardise sensory evaluation and to develop sensory capability across its beer supply network.

### Key elements to the approach:

## Consistent Sensory Standards across all sites

## A Sensory Training Program

Sustainability - on-going training, validation & auditing

Engagement - changing culture and behaviours

The key benefits to date as well as the main focus areas for the future are also outlined.

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|-----------------------------------------------------------------------------------|
| <b>Diageo Way of Brewing - Global Beer Sensory Manual</b>                         |
| <b>Section 1 General Requirements</b>                                             |
| GBSM 1.001 Sensory Health & Safety Requirements                                   |
| GBSM 1.002 Design & Operation of Sensory Test Rooms                               |
| GBSM 1.003 Sensory Experimental Design, Delivery & Reporting                      |
| <b>Section 2 Quality Sensory Standards (Production Sites)</b>                     |
| GBSM 2.001 Site Panels & Tastings                                                 |
| GBSM 2.002 Minimum Mandatory Sensory Sample Plan Production Sites                 |
| GBSM 2.003 OK NOT OK Sensory Test                                                 |
| GBSM 2.004 Sensory Quality Rating                                                 |
| GBSM 2.005 Site Sensory Training & Validation                                     |
| GBSM 2.006 Site Panel Leader Roles & Responsibilities                             |
| <b>Section 3 Sensory Difference &amp; Preference Testing Standards</b>            |
| GBSM 3.001 Triangle Test                                                          |
| GBSM 3.002 Difference From Control Test                                           |
| GBSM 3.003 Preference Ranking Test                                                |
| GBSM 3.004 Paired Comparison Test                                                 |
| <b>Section 4 Sensory Descriptive Profiling Standards</b>                          |
| GBSM 4.001 Generating a Descriptive Sensory Profile for a Brand                   |
| GBSM 4.002 Descriptive Sensory Profiling - Quality Monitoring of Brands           |
| GBSM 4.003 Sensory Mapping of a Range of Samples or Products                      |
| GBSM 4.004 Sensory Descriptive Profiling Panel Trainings & Performance Monitoring |

## Finished Product Sensory Quality Rating- How it Works



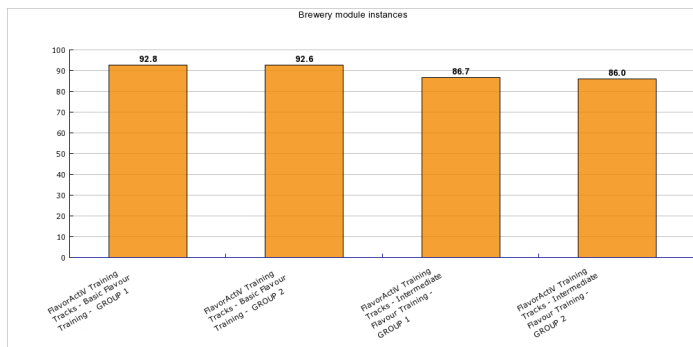
## A Sensory Training Program

- Worked in Partnership with Flavoractiv
- Set-up and trained a Sensory Quality Panel at each site
- Process: Select, Screen, Train & Validate
- Sensory Panel Leader Training
- Validated training effectiveness using Taster Validation Scheme
- Sensory Panel Leader responsible for training in-process tasters



## Sustainability – On-going Training, Validation & Auditing

- Panels attend short maintenance training every two weeks, led by panel leader
- Annual refresher training – scope dependent on panel requirements
- Quarterly refresher training to in-process tasters, led by sensory panel leader
- Each panel take part in the Flavoractiv Taster Validation Scheme, every 2 months
- Panels and Panellists shall meet minimum validation requirements
- In-process tasters take part in local validation exercises led by panel leader
- Compliance of Site to Sensory Standards part of the Quality Audit Program



## Engagement – Changing Cultures and Behaviours

- Senior Leadership team commitment across the organisation, led by Supply Director
- Participation in Sensory Panels recognised in employees' annual review conversations
- Network of Sensory Panel Leaders set-up across organisation, led by Sensory Manager in Technical Centre
- Diageo Beer Taster of the Year Launch in 2012

## Key Benefits

- Significant increase in Sensory Capability of Site Quality Panels (X% increase in TVS), increased confidence by business in Site Panels
- Standard methods across all sites enables the comparison of sensory quality scores and panel performance across sites
- Increased engagement by full production team in achieving higher Sensory Quality Scores

## Focus Areas for the Future

- Sustain & build on the increase in Sensory Capability achieved to date
- Maintain the focus on engagement through Sensory Network, Taster of the Year and other recognition activities
- Quality Audit Program to drive compliance of sites to Sensory Standards
- Increased use of sensory data in brewery troubleshooting/CI activities
- Introduce Proficiency Testing to drive consistency across site panels